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THE NATIONAL NEWSPAPER OF MARKETING

'Not a House Shop' . . .

Kenilworth, New Agency, Gets Longines Account

$1,000,000 Account Leaves Bennett for Agency Set Up by Longines Ad Head

New York, April 28—Longines-Wittnauer Watch Co. and Victor A. Bennett Co. have ended their 13-year relationship "by mutual agreement," and the $1,000,000 Longines account has been assigned to a newly formed agency, Kenilworth Advertising & Broadcasting Productions.

Kenilworth is an agency apparently closely allied with Longines. One of the principals is George D'Amico, who has been ad director of the watch company.

Mr. D'Amico, who was still answering his phone this week at the Longines office, refused to say anything about the move, although he said there will be an announcement next week. He insisted, however, that Kenilworth will not be a house agency for Longines. He said the agency would be handling other accounts.

■ Kenilworth, it was learned, has already been functioning as the Longines agency, placing space with media. The May *Reader's Digest* carries a three-page cover gatefold for Longines, placed by Kenilworth.

The gatefold is accompanied by a numbered coupon insert which readers are invited to take to their Longines dealer to see if it matches 1,000 winning numbers which are in the hands of jewelers. A winning number entitles the bearer to a free watch.

Longines was also the first account for the Bennett agency when it opened April 1, 1948. It moved at that time from Arthur Rosenberg Co. ≡

now it's Pepsi-for those who think young
This is today's lively life: going places, doing things, ready for fun even at the end of the day. This is the life for Pepsi—light, bracing, clean-tasting Pepsi. In stores, at fountains, think young. Say "Pepsi, please!"

PEPSI NIGHTCAP—*This is the first spread in the new Pepsi-Cola campaign, and Pepsi's first two-page magazine insertion since at least 1954, when Publishers Information Bureau records begin. The full-color bleed ad will run in June and July in Ebony, Life, Look, Progressive Farmer and The Saturday Evening Post. Batten, Barton, Durstine & Osborn is the agency.*

Lever Shifts K&E's Share to Reach, JWT

$3,000,000 Move Hit by K&E; It's Thompson's 3rd New Account in Week

New York, April 28—Lever Bros. this week completed an assignment which it denied four months ago was in the works: All remaining products at Kenyon & Eckhardt—Praise, Handy Andy, Spry—have been transferred.

J. Walter Thompson Co. picked up Handy Andy cleaner and Spry shortening, and a new Lever agency, Reach, McClinton & Co., was named for Praise toilet soap. Total billings are estimated around $3,000,000, with Handy Andy and Praise each billing more than $1,000,000.

This made it a productive week for J. Walter Thompson, now more than $4,000,000 richer in annual billings. The agency got Chunky Chocolate Corp. (Chunky, Bit-O-Honey and Old Nick), billing about $750,000, from Doherty, Clifford, Steers & Shenfield late in the week. A bigger plum early in the week was Congoleum-Nairn, billing about $1,500,000, out of Keyes, Madden & Jones *(see Page 12)*.

■ The addition of Reach, McClinton contrasted with Lever's statement in January—when Needham, Louis & Brorby was cut from the agency roster—that changes were made "in order to consolidate Lever's advertising accounts."

This time the announcement said the transfers were made "by

(Continued on Page 91)

ANPA Told Discounts Are Source of 'Resurgent Interest'; 'Rate Jungle'

'We're Regaining Reputation as Selling Medium,' Says Stewart

New York, April 26—Despite their shrinking share of national advertising dollars—and a first quarter linage slump—newspapers are enjoying a "resurgent interest" as an ad medium, according to executives attending the 75th annual convention of the American Newspaper Publishers Assn.

Publishers based this belief on (1) results of a hard-hitting campaign by the Bureau of Advertising to attract ad dollars from agencies and advertisers, and (2) an increased number of national discount plans.

One publisher interviewed between sessions said: "Sure, costs

(Continued on Page 92)

Campbell-Ewald Exec Blasts 'Common Market' Groups as 'Atrocity'

New York, April 26—The man who has headed up media buying for the nation's No. 1 newspaper advertiser—Chevrolet—charged today that the rash of national discount plans has created a "great rate jungle."

Joseph J. Hartigan, senior vp and vice-chairman of Campbell-Ewald Co., who has purchased "more than $1 billion in media, 85% to 90% automotive," in his lifetime—delivered his attack before a small, unscheduled publishers' group session at the American Newspaper Publishers Assn. convention.

His views were in sharp con-

(Continued on Page 10)

'And the Walls Came Tumbling Down' . . .

Four A's Decides to Shelve PR Push

Tatham Question Stirs Move to Wait for More Probing, Housecleaning

New York, April 26—Down in White Sulphur Springs, W. Va., last Thursday, Art Tatham, of Tatham-Laird, blew a short, sharp blast on his trumpet. Three days later, the walls tumbled down around the public relations edifice which Hill & Knowlton had painstakingly and lovingly erected for the American Assn. of Advertising Agencies.

Everyone was surprised, including Art Tatham.

The public relations program which Hill & Knowlton was to conduct for the Four A's, at a first-year cost of $135,000, and which had apparently been accepted by the association (AA, April 24), was emasculated at a luncheon meeting of the newly elected Four A's board and region and council governors on Saturday, after the membership meeting had ended.

■ All that remained was the first step—a "definitive depth attitude survey to explore further the premise that the principal problem of advertising is not with the general public but with the criticisms of it that stem from thought leader groups." All the rest—the special Four A's magazine for thought leaders, the contacts with colleges, writers and opinion formers, the speeches and the "organized and positive publicity"—were being shelved, pending results of the research.

"The precise content of the program, designed to supply information about advertising to those who need to know it, will depend on the results of this extended research," Edwin Cox of Kenyon & Eckhardt, new chairman of the

(Continued on Page 98)

Aniline Moves Ansco, Ozalid from B&B to Lennen & Newell

New York, April 28—General Aniline & Film Corp. has switched advertising for its Ansco and Ozalid divisions to Lennen & Newell.

Only four months ago, the account transferred from Benton & Bowles to Reach, McClinton & Co. The vague explanation given for the quick shift was that new plans and programs called for a change in advertising agencies.

The more precise explanation is the political involvement that has long entangled General Aniline, which is 98% owned by the U. S. government.

■ The Ansco and Ozalid divisions bill about $1,500,000. The rest of General Aniline business—three chemical divisions with combined billings probably under $100,000—is split between the House of Twiss Inc. and L. W. Frohlich & Co.

Last Minute News Flashes

BBDO Resigns $1,500,000 Coty Account

New York, April 28—Batten, Barton, Durstine & Osborn has resigned the $1,500,000 cosmetic account of Coty Inc., ending a four-year relationship. The agency will continue to service the account until a successor is named. Divergent ideas on media and creative approach have long made the account a trouble spot at BBDO, and rumors of a split have been recurrent for more than a year. Coty has one other agency, Daniel & Charles, which handles about five products still in test markets.

Dormeyer Moves to North from Shaw

Chicago, April 28—Webcor Inc., electronics manufacturer, which acquired Dormeyer Corp., electric housewares, power and garden tools manufacturer, in November, has appointed North Advertising to handle Dormeyer advertising, thus consolidating the entire $650,000 account at North. Dormeyer has been handled by John W. Shaw Advertising for 14 years. Webcor moved its $300,000 account from Shaw to North in April, 1960.

Hunter Succeeds Tucker as B. F. Goodrich Ad Chief

Akron, April 28—B. F. Goodrich Co. will announce May 1 that John B. Hunter Jr., advertising manager, consumer products, has been named to succeed Frank T. Tucker, director of advertising, who is retiring May 1 after more than 41 years of service. Mr. Hunter joined the company last year after 20 years with Procter & Gamble Co. (AA, Sept. 5, '60).

Four Agencies Vie for $1,000,000 in Kraft Business

Chicago, April 28—Kraft Foods Co.'s industrial division has viewed presentations from Clinton E. Frank Inc., John W. Shaw Advertising and Tatham-Laird and will hear a presentation soon from its current agency, Needham, Louis & Brorby. The account bills just under $1,000,000. Kraft expects to reach a decision by May 15 on whether NL&B will be retained.

(Additional News Flashes on Page 91)

P&G Increases Lead in Spot TV; Tops $55,000,000

Spot's '60 Gross Billings, Up 8%, Hit $616,701,000; Big Users Are Fewer

New York, April 26—Spot television billings climbed to an estimated $616,701,000 in 1960, for an increase of nearly 8% over the 1959 spending level, but the number of advertisers spending $20,000 or more in the medium dropped from 1959's total of 1,381 to 1,285.

The Television Bureau of Advertising, which compiles annual spot reports from N. C. Rorabaugh Co. data, attributed part of the shrinkage in number of clients to mergers.

• At the head of the list, and completely out of range of everybody else, was Procter & Gamble, which spent more than $55,000,000 for 47 products. The most hefty P&G budgets went to Duncan Hines cake mixes, Mr. Clean and Dash detergent. P&G's expenditures were up $10,000,000 over its '59 outlay.

• General Foods was second with $18,500,000, an increase of about $4,000,000 over the previous year. More than half of this company's

(Continued on Page 44)

Gordon Best Co. Changes Name to Post & Morr

CHICAGO, April 27—Gordon Best Co., which was founded 55 years ago as McJunkin Advertising Agency, changed its name today, announced the acquisition of a new account, disclosed that it is moving its offices and revealed the hiring of Donald S. Manchester.

Carl M. Post

Frank F. Morr

The new name of the agency is Post & Morr, and it will move its offices from 228 N. LaSalle St. to new quarters in the Palmolive Bldg., 919 N. Michigan Ave., on May 1. Gordon Best, who continues as board chairman, sold his stock to Carl M. Post, president, and Frank F. Morr, exec vp.

Gordon Best

The new account is Ruex Inc., Minneapolis, manufacturer of proprietary drugs, which bills an estimated $450,000. Firestone-Goodman Advertising Agency, Minneapolis, is the former agency. Mr. Post also told ADVERTISING AGE that the agency will add two others soon.

■ Mr. Manchester, who has operated his own agency—Manchester & Kreer—for several years, has joined Post & Morr as a vp, director and chairman of the plans board. Mr. Manchester has been with Foote, Cone & Belding, Dancer-Fitzgerald-Sample, McCann-Erickson, Campbell-Mithun and Weiss & Geller. Four or five of Mr. Manchester's accounts may be absorbed later by Post & Morr, AA learned.

Post & Morr, which billed $11,100,000 last year, now is billing at the rate of $12,000,000, Mr. Post said. Among its accounts are Old Milwaukee beer, Maybelline Co., General Finance Corp., Dow Chemical's Campana division, Florsheim shoes, Dumas Milner Corp. and Comstock Foods Inc. ≠

Carbide TV Ads to Push Pest Repellents for People, Plants

NEW YORK, April 25—Beginning this week, Union Carbide Consumer Products Co. will promote a variety of new and not-so-new Eveready items on seven network tv shows. Newest item in the list is the Pump Pak kit, a hand-operated duster designed to go with two other new garden products, rose-floral and tomato-vegetable dust.

The factory-filled canisters, retailing at $1.69 each, screw directly to the dust pump, a 79¢ item.

Alternating with the Pump Pak will be 6-12 brand insect repellent, being marketed for the first time through the company's consumer products division.

A spokesman said 6-12 commercials would be "20 or 30-seconds" and the products would be on "every week."

J. M. Mathes Inc. is the agency for 6-12. William Esty Co. is the agency for the other products. ≠

Conform to Change or Perish, Weiss Warns Pharmacists

CHICAGO, April 26—E. B. Weiss, vp and director of special merchandising services of Doyle Dane Bernbach Inc., New York, shook up members of the American Pharmaceutical Assn. today with a 30-minute speech which could have been entitled, "100 Principal Sins of American Pharmacists and Retail Drug Outlets."

The peppery Mr. Weiss, who also is a columnist for ADVERTISING AGE, minced few words in warning his audience that the drug outlet is currently involved in a retail revolution, adding that "its old and tired cliches, its usual rush to the law-makers, its traditional techniques of opposition, will no longer avail."

"For too long the druggist has insisted upon free competition for nobody but the druggist," Mr. Weiss said. "Change is coming—change is here—with respect to drug retailing. My plea is that you conform with the requirements of this revolution—that you change with it—and that you function in the true framework of a society dedicated to free competition."

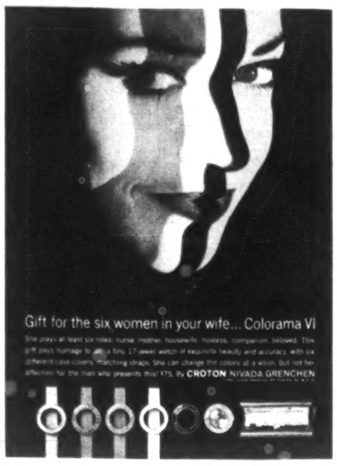
■ Mr. Weiss led off his talk by maintaining that "the pharmacy never stood so low in public esteem as it does today." Pointing out that the large majority of retail drug outlets depend upon non-drug product sales for survival, he said that drug outlets must be "both professional and unprofessional. But you do not want any other retailer to combine those two functions," he said. "If you can be professional-unprofessional, does it not follow that another retailer can be unprofessional-professional?"

Mr. Weiss warned the pharmacists that during the 1960s, the American public "will be more educated, more sophisticated, more interested, and more demanding than it has ever been before."

"The advertising business has grossly insulted the intelligence of the American public," he said. "The retail druggist may also be guilty of underestimating the intelligence of vital segments of our population. These are the higher-income and the more sophisticated groups within our society." ≠

Nielan to 'Popular Mechanics'

John E. Nielan has joined *Popular Mechanics* as manager of its Detroit office. Mr. Nielan was formerly with Scolaro, Meeker & Scott, Detroit.


Gift for the six women in your wife... Colorama VI
By CROTON NIVADA GRENCHEN

SIX-FACED WOMAN—*There are six color stripes across the face of this model, standing out against a black background. The color page broke in the May Seventeen and The New Yorker, April 29. It will run four more times this year in the latter book. Lawrence C. Gumbinner Inc. is the Croton agency.*

FDA Cracks Down on Eye Makeups

WASHINGTON, April 27—Leading cosmetics marketers found themselves involved this week in an industry-wide crackdown by the Food & Drug Administration on eye makeup involving non-permitted colors.

The drive started with seizures of Hazel Bishop eye pencils, Anita d'Foged eye makeup kits, and Avon eye liner violet pencil leads. Other seizures were anticipated, with FDA reporting that non-permitted colors have also been found in Revlon, Maybelline, Max Factor, Cosmetically Yours, Helena Rubenstein, Lander, Averse Martin and P. H. Kreuger products.

Some of the seized shipments were enroute to Willsam Sales Co., New York, a distributor. Shades involved in the seizures included red, brown, light brown, green, amethyst, blue, lilac and violet. FDA said shipments originated with Hensens Inc., Shelbyville, Tenn., major manufacturer of eye pencils for the cosmetic industry.

Hazel Bishop, Willsam Sales Co., and Maybelline advised FDA Commissioner George Larrick that they are recalling from the market pencils which may contain non-permitted colors. ≠

Lesch Succeeds Little as Colgate Board Chairman

NEW YORK, April 26—Colgate-Palmolive Co. today named George H. Lesch, president and chief executive officer, to succeed Edward H. Little as chairman of the board.

Mr. Little, 80 years old, was named honorary chairman and will continue as a director of the company he has worked for since 1902.

Colgate also announced record first quarter sales and earnings at its annual shareholders meeting today. Consolidated sales totaled $149,583,000, a $10,000,000 increase over 1960 first quarter sales. Consolidated net income was $5,057,000, up from $4,210,000 in the first three months of 1960.

■ Mr. Lesch, who became president one year ago, and chief executive officer last July, told the stockholders meeting today that "the creation of new products and their aggressive marketing will be one of our most important efforts now and in the future." And that "top priority will continue to be given to cost reduction in every phase of our operation."

Edward Little

George Lesch

To a stockholder who complained that Procter & Gamble's Crest had established a "monopoly" as a "cavity-arresting" product, Mr. Lesch said he thought Colgate had "arrested to some extent" the marketing inroads made by Crest as a result of the American Dental Assn. recognition last year. To another stockholder who said her dentist "had asked our competitor to quit using the tactics they have been using," Mr. Lesch responded, "I would hope all dentists could do the same."

It was revealed at the meeting that a disinfectant spray called Spot, which has been marketed by the associated products division to hospitals and bowling alleys, will be tested shortly in the consumer market under the name Away. ≠

Highlights of This Week's Issue

Reeves Soundcraft Corp. sets extensive b&w page campaign to publicize its Soundcraft instrumentation tape products for space age purposes .... **Page 4**

Benton & Bowles appoints William R. Hesse president, succeeding Robert E. Lusk, who becomes chairman of the board .... **Page 8**

Ads by International Paper Co. and New York Life Insurance Co. tie for first place as the most distinguished advertising in the public interest in Saturday Review's ninth annual awards competition .... **Page 22**

Richmond embarks on campaign to improve its local Better Business Bureau, create an advertising review board and a code of ethics .... **Page 26**

Herbert D. Strauss, exec vp, Grey Advertising, urges marketers to eliminate "psychological segregation" between advertising and selling .... **Page 34**

Richard W. Mulville, director of research and information of the Cooperative Food Distributors of America, says advertising will get much more attention in the coming decade among operators of retailer-owned food distribution centers .... **Page 42**

Lukens Steel launches campaign to establish its identity as a specialist in the manufacture of plate steel .... **Page 48**

Jay M. Sharp, manager of general advertising of Aluminum Co. of America and board chairman of the Assn. of Industrial Advertisers, says that, to be effective, industrial ads must be as attractive as consumer advertising .... **Page 50**

Gross billings of the 195 member agencies of the seven agency networks at the end of 1960 were $528,000,000, up 35% from $391,000,000 at the end of 1959 .... **Page 54**

Hitchcock Publishing Co. appoints Vincent C. Hogren, W. F. Schleicher, William Jacobs, and Bruce Howat publishers in a major move to provide greater publishing efficiency .... **Page 64**

Butter-Nut Foods Co. elects Gilbert C. Swanson president, succeeding his brother, the late W. Clarke Swanson .... **Page 75**

Washington state supreme court says automobile warranties "take away so much of implied warranty and give so little of express warranty that the protection they give the new car buyer is illusory" .... **Page 87**

Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, says "irritating broadcast advertisements" and intrusive outdoor advertising are "inexcusable" .... **Page 90**

Daniel Denenholz, vp, Katz Agency, says advertisers' and agencies' obsession with cost-per-1,000 variances is the underlying cause of television's complicated rate structure .... **Page 94**

General Motors tells the Federal Trade Commission that regardless of how the tv films were produced the competitive claims made for safety plate glass were accurate .... **Page 97**

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Gardner Expands Abroad in Stock Swap with Butler

ST. LOUIS, April 28—Gardner Advertising, 25th largest agency in the U.S., has hopped on the international bandwagon by acquiring a "substantial but not controlling" interest in Basil Butler Co., 31-year-old British agency.

The merger, accomplished by an exchange of stock between the two agencies, will be announced on Monday by Charles E. Claggett, president and chairman of Gardner, and Reginald H. Mason, joint managing director of Basil Butler.

The London agency will change its name to Basil Butler-Gardner. John H. Leach, vp of Gardner, will get a seat on the board of the London shop.

■ This is Gardner's first overseas move, and Mr. Claggett said it is expected to be the forerunner of other offices abroad. There are plans for Basil Butler-Gardner operations in Canada and Italy.

Gardner joins ten other American agencies with operations in Britain, largest advertising country in the world outside the U.S. Compton Advertising made a similar deal last year with S. T. Garland, and Batten, Barton, Durstine & Osborn also opened in London in 1960.

Mr. Claggett, explaining the move, said: "As an advertising agency, we realize that we cannot isolate ourselves between two oceans and expect to survive as vigorous and profitable operations."

ADVERTISING AGE noted in its annual billings issue that among the large U.S. agencies, much of the growth in recent years has come from international operations.

■ Gardner and Basil Butler have no accounts in common. The English agency services some 40 clients, among them Rootes Motors, Parker Pen, Viscount cigarets, Four Square tobaccos, and Drings Ltd., a sausage manufacturer recently purchased by Unilever Ltd.

Gardner billed $42,700,000 in 1960. Basil Butler's 1960 billings were reported at $5,000,000, including $1,500,000 in capitalized fees, much of it from the company's pr services.

Gardner emphasized that it has no commitments from clients but it does service a number of manufacturers with extensive operations abroad—notably Monsanto Chemical, Pet Milk and Ralston.

There will be an exchange of personnel between the two agencies. The first to come from London will be John Butler, son of Walter Butler, founder of the British agency, who will join Gardner's staff as a trainee this summer. ≠

Canadian Bank Will Keep MacLaren, McKim After Merger

The Canadian Imperial Bank of Commerce, Toronto, which is expected to be in operation by June 1, will use two agencies in its formative months. Both MacLaren Advertising Co., which has been handling the $700,000 Canadian Bank of Commerce account, and McKim Advertising, which has been directing the $400,000 Imperial Bank of Canada account, will be retained by the new bank when the merger officially takes place. However, the two-agency system of operation will be thoroughly reviewed in October.

Meantime, the Bank of Nova Scotia, which announced last fall it was receiving agency presentations for its $650,000 account, continues to place its advertising through J. Walter Thompson Co.

Advertiser Seen Bearing Brunt of Britain's TV Tax

Big Advertisers May Subsidize Small Ones; Print, Too, May Suffer

By Mark Random

LONDON, April 25—The 10% tax on television advertising imposed by the Conservative government has presented British commercial television contractors with a dilemma.

For although Chancellor of the Exchequer Selwyn Lloyd made it clear in his budget speech it was to be a tax on the profit of the program companies, it has since emerged that the tax may well fall on advertisers.

So far none of the 10 program companies affected has indicated officially whether it plans to pay the tax itself or pass it on to advertisers. But it seems most of them would prefer to pass the tax on and merely act as tax gatherers for the customs and excise officials.

■ First indication of this attitude came in a statement from Associated Rediffusion Ltd., the biggest of the contractors responsible for weekday programs in London and weekend programs in the Midlands. It described the new duty as "a tax on advertisers."

(Continued on Page 12)

Kraft Wins First for Second Year in ABP Awards

Three Others Get Dual Awards in Industrial Classifications This Year

CLEVELAND, April 28—Kraft Foods Co. today won the top award for institutional product sales advertising for the second year in a row in the Associated Business Publications 19th annual industrial awards competition.

The award winning campaign, which won Kraft one of the seven top ABP awards, was a series of ads which originally ran as a six-page full-color insert in *American Restaurant* and *Chain Store Age* and was later used piece-meal, as two-page inserts, in specialized publications.

Among the other winners, three companies managed to grab off double honors in the seven categories. Minnesota Mining & Mfg. Co. won the first award in the Division 1 category (construction materials) and a merit award in Division 6 (public relations and services). B. F. Goodrich won first award in Division 4 (primary and process materials) and a merit award in Division 1. Durkee Famous Foods won merit awards in both Division 4 and Division 7.

■ The first award and merit winners and their agencies, with objectives and results of the first awards winners' campaigns, follow:

Division 1—Construction materials (basic materials used in the building of plants, residences, dams, roads, bridges, etc.). For example: Fabricated steel, lumber, bricks, roofing, cement, paint, hardware, etc.—First award: Reflective products division, Minnesota Mining & Mfg. Co., St. Paul (Erwin Wasey, Ruthrauff & Ryan, St. Paul).

Objectives: To put samples of the products in the hands of the readers so they might conduct their own demonstration at their convenience. Scotchlite and Codit sample require the use of a flashlight and darkness.

Results: Sales reports indicate those were the most talked about advertisements ever produced by the "government division" of the reflective products group. While specific sales results are considered top secret, this type of sample demonstration campaign is continuing in 1961, as it proved to be exceptionally helpful to the sales force in 1960.

Awards of merit: Industrial products division of B. F. Goodrich Co., Akron (Griswold-Eshleman, Cleveland), U.S. Plywood Co., New York (Kenyon & Eckhardt, New York).

Division 2—Maintenance and service equipment, parts and materials (equipment for installation in buildings, factories, plants, etc. . . . and basic operating supplies used in industry). For example: Lighting fixtures, heating, distribution panels, lubricants, cleaning compounds, repair parts, transmission belts, etc. First award: American Sealants Co., Newington, Conn. (Wilson, Haight & Welch, Hartford).

Objectives: Promotes specific maintenance applications for Loctite with a broad base of interest; produce inquiries at a low cost to help stimulate distributor sales and sales activity; provide names from inquiries of good maintenance prospects who can be given the complete Loctite story, and many additional maintenance application opportunities in a direct mail followup; provides the opportunity to send skeptics a sample of the

(Continued on Page 30)

LESTER WOLF
HON. PAUL RAND DIXON
CHAIRMAN FEDERAL TRADE COMMISSION
CONGRESSMAN EMANUEL CELLER
BETWEEN THE LINES

Wolff Dixon Celler

PANELISTS—*Lester L. Wolff was host to Paul Rand Dixon, Federal Trade Commission chairman, and Rep. Emanuel Celler (D., N.Y.) at the taping of a discussion for his "Between the Lines" show on WNTA-TV, Newark, set for April 30. Mr. Dixon told viewers he hopes to expedite the commission's work by getting matters more quickly to the complaint stage, speeding up the complaint hearing process, creating a separate FTC section to handle consent settlements and revamping the present investigatory setup.*

From 'Unmentionables' to Space Suits . . .

Munsingwear Marketing Is Geared to Advertising Autonomy of Divisions

Underwear Maker Marks 75th Year with Promotion Budget Above $2,500,000

By Randall Hobart

MINNEAPOLIS, April 20—George D. Munsing, the man who 75 years ago took the itch out of underwear and then gave America the one-piece union suit, would have trouble recognizing the company that bears his name today.

He'd be proud of it, though.

Munsingwear Inc., which refers to itself as the world's largest manufacturer of intimate apparel sold under one label, still strives to be unique. It continues to make garments—including space suits—that don't itch or tug.

But now the company talks mostly about the "big difference" it builds into Penguin golf shirts, Munsing-Mate pajamas, and "stay there" foundation garments fashioned as the base for color-style-and-trim coordinated ensembles for women including Slenderella hose and backless bras.

■ This year the company will spend between $2,500,000 and $3,000,000 for advertising and promotion through four principal consumer products divisions, according to Laurens D. Dawes, exec vp, who is also in charge of the Hollywood Vassarette division.

The space suits (not advertised, because they are made on government contract) are turned out by David Clark Co., Worcester, Mass., a subsidiary acquired since the current management group, including Mr. Dawes and George D. McConnell, president since 1952, took over in the depressed 1930s and set Munsingwear on a course of expansion and diversification.

Consolidated sales last year were $44,747,768, up 2.2% from 1959 and an alltime high.

In addition to the headquarters and plant in Minneapolis, and plants in Little Falls and Montgomery, Minn., the company has operations in Wisconsin, Texas, Alabama, Illinois, Oklahoma, Arkansas and California. And after closely guarding production patents and techniques for more than 65 years, it has made licensing arrangements with companies in Canada, Denmark, Australia, New Zealand and South Africa.

■ About 5,000 employes turn out 38,000 different items in 15 manufacturing units. There are design

(Continued on Page 82)

'Popular Mechanics' Adds Four Regional Editions: Boosts Rate

CHICAGO, April 27—Popular Mechanics Co. will inaugurate four regional editions of *Popular Mechanics*, effective with the October, 1961, issue. The four editions will be east, 11 states; Mid-America, 12 states; southern, 14 states; and far west, 13 states.

At the same time a new general rate of $3,600 for a b&w page, one time, will go into effect. This is an increase of about 9%. The new rate will be based on the present circulation base of 1,300,000, but *Popular Mechanics* said it has been averaging a circulation of 1,440,000 for the past three months.

• Advertising contracts made before June 1 will be protected throughout the year.

The magazine said it also will inaugurate a new mail order section and will expand its field merchandising service. #

SPEA Meeting . . .

Sales Promotion Men Urged: Do More Evaluating to Improve Performance

'A&SP' Awards Martin Plaque as Sales Promotion Executive of the Year

PHILADELPHIA, April 27—The Sales Promotion Executives Assn. met here April 25-27 for its fourth annual convention and heard speakers call for action on evaluation of promotion programs and improvements in planning and buying point of purchase materials.

Case histories citing how properly planned promotions have brought success to specific programs were reported by some speakers at the three-day convention.

During the sessions an exhibit in the lobby of the hotel was lighted by an "astro-rabbit," trained by Animal-ated Advertising Inc., which pushed buttons at regular intervals to release messages automatically. The display depicted the rabbit soaring into space.

■ Main speaker at the opening day's luncheon was Hickman Price Jr., assistant secretary of the Department of Commerce, who called on sales promotion and advertising men to help teach business men how to enter foreign markets and how to advertise in foreign markets.

Mr. Price said a great deal of missionary work needs to be done to teach manufacturers who want to sell goods overseas how to go

(Continued on Page 100)

Boston Agency VP MacArthur Aboard Missing Ketch

BOSTON, April 27—The Coast Guard said today it has not given up hope for the Massachusetts ketch Calisto, missing since April 15, with three Framingham, Mass., business men, including Eugene R. MacArthur, vp of Harold Cabot Agency.

The ketch sailed April 9 for Boston from the Bahamas and was last sighted 120 miles east of Cape Fear, N. C. Alfred DeGozzaldi, 67, board chairman of the Roxbury Carpet Co., Saxonville, Mass., the vessel's owner, and Allen Ferguson, 43, and executive of the carpet company, also were aboard.

Mr. MacArthur, 37, joined the Cabot agency as an account executive in 1952. Previously he was associated with Procter & Gamble Co. and with Connecticut General Life. #

Wisconsin Lawn, Garden Equipment Makers Move to Agencies Where Grass Is Greener

CHICAGO, April 27—Two Wisconsin companies—competitors in the lawn and garden equipment field—appointed new agencies this week. More than $600,000 in billings was involved.

The companies are Jacobsen Mfg. Co., Racine, and Bolens division of Food Machinery & Chemical Corp., Port Washington. Jacobsen, which bills more than $300,000, switched from Aves, Shaw & Ring, Chicago, to George H. Hartman Co., Chicago. Bolens moved its account from Jaqua Co., Grand Rapids, Mich., to Brady Co., Appleton and Milwaukee. Bolens bills about $325,000.

■ Jerome Stumbras, advertising manager of Bolens, told ADVERTISING AGE that his company changed agencies in order to get "better services and communications." Jaqua had handled the account since 1956.

Finalists for the Bolens account, in addition to Brady, were Cramer-Krasselt Co.; Klau-Van Pietersom-Dunlap; Hoffman, York, Paulson & Gerlach, and James Jeffords Advertising—all Milwaukee shops. Brady will service Bolens out of its two offices, and the agency has named Karl F. Ohm as account supervisor.

■ Robert Wren, advertising manager of Jacobsen, said his company was very impressed with the Hartman agency's "creative and marketing approaches" and added that the agency was nearly a unanimous choice with the six advertising and marketing executives who made the selection. He said that the fact that Hartman had little experience in the hard goods field "was not a disadvantage" and he pointed out that the agency had done an excellent job for clients in the food field.

When Jacobsen's new distributor setup, the company will place more emphasis on advertising and marketing, Mr. Wren said, and the company felt it needed more assistance in the creative area and in over-all marketing. Jacobsen, which until two years ago sold directly to retailers, now has some 70 distributors and plans to add another 10 in the near future.

■ The Hartman team which made the winning presentation included George H. Hartman, president; Roland Laughlin, exec vp, who will be account supervisor; John Goad, account executive, who will act in that capacity on Jacobsen; and Robert Cole, vp of creative services. Hartman will begin billings Sept. 1.

In addition to Hartman, two of the other three finalists were Aves, Shaw & Ring and Compton Advertising, Chicago. Jacobsen started reevaluating its ad program two months ago and talked to a total of 17 agencies (AA, Feb. 27). #

National Gypsum Names F&S&R for $1,000,000 Account

BBDO Account Conflict Seen Potential, Based on Ceiling Tile Rivalry

BUFFALO, April 28—National Gypsum Co. concluded a two-month search for an advertising agency today when it selected Fuller & Smith & Ross, Cleveland, to handle its $1,000,000 account.

The giant building products company has been seeking an agency since last February (AA, Feb. 27), when a 36-year relationship with Batten, Barton, Durstine & Osborn was terminated by "mutual agreement" due to a "conflict of client interests."

■ Bev Brower, advertising director, told ADVERTISING AGE that some 60 agencies contacted his company, but company executives visited only 12 agencies. The only agencies which were permitted to make presentations were F&S&R, J. Walter Thompson Co. and Campbell-Ewald Co., Mr. Brower said.

Members of the F&S&R team who made the winning presentation were Kirk C. Tuttle, vp and manager of the Cleveland office; T. L. Stromberger, Arthur A. Duram and J. C. Maddox, senior vps; W. W. Priesmeyer, vp and manager of marketing services; and E. V. Varlquist, vp. The agency will begin billings on July 1 and will handle the account out of its Cleveland headquarters.

■ When National Gypsum split with BBDO last February, there were no specific details about just what the "conflict of client interests" were, although BBDO admitted that it involved Armstrong Cork Co., a BBDO client since 1917. BBDO handles Armstrong's floor, industrial and glass & closure divisions, which did not conflict with Gypsum. Ogilvy, Benson & Mather, New York, handles Armstrong's building products, which are competitive with Gypsum products.

Last February, Armstrong officials told AA that they knew of no conflict and that they did not know that Gypsum and BBDO were splitting. However, this week AA learned that Armstrong objected to BBDO handling the Gypsum business, although there were no specific product conflicts.

The "conflict"—which has existed for many years and which was well known by both companies and BBDO—involved ceiling tile. Both companies were relatively unimportant in this field until two years ago, when both stepped up their production and selling of ceiling tiles. Both Gypsum and Armstrong are now big producers in this field.

■ Because of the growth of its ceiling tile products, Armstrong felt that BBDO's handling of Gypsum's line constituted a conflict of interests and made this known to the agency, despite the fact that Ogilvy had Armstrong's ceiling tile products. The Gypsum-BBDO parting followed.

Whether BBDO will now solicit Armstrong's building products division (which includes ceiling tile products) is not known. The agency denied that it had any present plans to make such a move.

Although Gypsum normally bills about $1,000,000, its budget depends largely upon the building market. This has been a bad year for building products and the Gypsum budget reportedly has been reduced accordingly. The company billed about $800,000 over the past 12 months. ⌗

Great Southwest Names Smith

Great Southwest Corp., Dallas, has appointed Fred M. Smith director of advertising and public relations. Mr. Smith, formerly in the sales department, succeeds Jack McKenzie, who resigned to form his own public relations company, McKenzie & Co. Great Southwest has retained McKenzie & Co. as a consultant.

Upton Brown Scott

TOP HONORS—*Security First National Bank's San Joaquin Valley, Cal., division won top honors for farm advertising from the National Federation of Advertising Agencies. Displaying the award are Donald V. Upton, Security's divisional ad manager; Leland M. Brown, senior vp in charge of the San Joaquin division; and Hunter Scott, president of Hunter Scott, Findley & Lake, Fresno, the bank's agency.*

Reeves Soundcraft Sets 'Space Tape' Drive in 7 Books

NEW YORK, April 26—Reeves Soundcraft Corp. will launch an extensive b&w page campaign publicizing its Soundcraft instrumentation tape products for space age purposes.

The industrial ad schedule includes *Astronautics*, *Aviation Week*, *Computers & Automation*, *Electronic Industries*, *Scientific American*, *Space Aeronautics* and *Space Age News*. It calls for multiple insertions through June 30, and from August through December.

Thomas J. Dempsey, director of advertising, said the ads would feature the products with the Tiros I and Tiros II satellites, the voyage of the nuclear submarine Sea Dragon and the National Aeronautics & Space Administration.

Monroe B. Scharff & Co. is the agency. ⌗

Fritsche Joins Central

W. J. Fritsche Co., Lima, O., has merged with Central Advertising Agency, Lima. Mr. Fritsche becomes a vp of Central.

STOP SITTING ON YOUR HANDS!

Sale-O-Rama PROVES
you can MAKE business GOOD
with proper NEWSPAPER PROMOTION.

Let's look at the record:

With a special section in the Sunday, February 26th issue of the Akron Beacon Journal, members of the Akron Automobile Dealers Association announced a united automobile Sale-O-Rama event to be held in individual dealer sales rooms for one full week.

The results were outstanding. New car sales showed an increase of 61% over the preceding week. At the same time used car sales moved ahead for an increase of 34½%.

This promotion was so successful that dealers announced extending Sale-O-Rama for a second week in order to close hundreds of prospective deals they were unable to handle.

THIS PROVES WITHOUT A DOUBT THAT BUSINESS IS AS GOOD AS YOU MAKE IT. THIS ALSO PROVES THAT WELL PLANNED PROMOTIONS IN NEWSPAPERS DO THE BEST SELLING JOB.

You too can economically make your business good by planning and placing your sales promotions in Akron's ONE and ONLY daily and Sunday newspaper.

Daily Circulation	Sunday Circulation
167,123	177,638

The AKRON BEACON JOURNAL

"Ohio's Most Complete Newspaper"
J. S. Knight, Publisher
Represented Nationally by: Story, Brooks & Finley, Inc.

Greensboro-
GREEN THUMB OF THE NEW SOUTH'S MARKETS
VA
N C
ARK
S C
MISS
LA
ALA
GA
FLA
In The Top 20 In Total Retail Sales

Quickest Route to Automotive Sales

Greensboro's automotive sales stand out in the NEW South's top markets almost bumper to bumper with Baton Rouge, Chattanooga and Mobile and other prominent markets. Drive for greater sales via the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1960 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
Represented Nationally by Jann & Kelley, Inc.

How to make your advertising dollars work harder to beat today's "Profit-Squeeze"

Read what This Week MAGAZINE can do for you right now— to help solve your profit problems!

1. THIS WEEK has the massive audience—more than 13,590,206 families week after week. Broad national coverage, yet with concentrated impact—beyond that of any other medium—in the major metropolitan areas where profit opportunity is greatest!

2. THIS WEEK actually reaches *more* homes in 43 "make-or-break" markets than the average half-hour "Top Ten" network television show.

3. THIS WEEK has the overwhelming acceptance of top retailers and their "buying committees"—the key retail executives whose decisions can make or break any product or any promotion today.

4. THIS WEEK, by far, gives you the lowest cost per thousand for both 4-color and black-and-white pages of any major weekly magazine—and the greatest *circulation impact* of any weekly magazine.

HOW THIS WEEK CAN PROVIDE GREAT SAVINGS FOR MAJOR PRINT ADVERTISERS

	ONE 4-COLOR PAGE			14 4-COLOR PAGES
	Total Circulation	Cost/M	Total Cost	Total Cost
LIFE	6,764,686	$6.96	$47,050	$619,178
LOOK	6,500,000	$6.76	$43,910	$577,855
TOTAL LIFE & LOOK	13,264,686	$6.86	$90,960	$1,197,033
This Week MAGAZINE	**13,590,206**	**$3.91**	**$53,150**	**$635,674**
Dollars saved by using This Week to reach same total circulation as Life and Look combined			**$37,810** 1 Page (4-color)	**$561,359** 14 Pages

Sources—Circulation:
THIS WEEK—average ended 9/30/60
Life and Look—average ended 12/31/60
or rate base when higher

Rates: Currently effective
(Look—effective 7/18/61)

Compare This Week MAGAZINE with television, too!

To reach 13,590,206 homes through television . . . what show would you have to buy? What price would you have to pay? What chance do you really have of securing such a show?

THE MOST POWERFUL
SELLING FORCE IN PRINT

This Week
MAGAZINE

CIRCULATION 13,590,206

Gibson Finds Dealer Incentive Plan Outdoes Ads

Appliance Maker's Distribution Setup Bars Full Use of Ads: Petrone

NEW YORK, April 26—How a medium-size manufacturer concentrated its marketing efforts on switching "pre-sold" customers at the dealer level, thereby "minimizing advertising outlays," was outlined this week at the American Management Assn.'s pricing conference.

This dealer-oriented approach was based on the reasoning that the company, Gibson refrigerator division of Hupp Corp., Cleveland, couldn't compete with "the full-line appliance giants" in national ad campaigns because (1) Gibson didn't have enough dealers to make it work, and (2) "we didn't want to be a poor carbon copy of the big 'pre-selling' programs to the consumer."

The company feels that until one out of every six appliance dealers handles all or part of its line, "a full return on heavy advertising can't be realized," Don V. Petrone, vp of sales for Hupp, told the group. He estimated that about $1,000,000 is currently being spent in trade papers, magazines, newspapers and co-op to advertise Gibson products, "mostly in rifle shot campaigns."

(In an earlier report on a Gibson contest promotion [AA, March 20] ADVERTISING AGE reported that the company was putting $200,000 into the promotion, which involved the use of *Life* and radio spots. In addition to this campaign, Mr. Petrone told AA, the company's use of newspaper ads, co-op programs, and business publications, brings the over-all figure to the $1,000,000 mark.)

■ In comparing rifle shot campaigns to the shotgun approach of the big national advertisers, Mr. Petrone said, "The big advertiser *pulls* his product through the marketing channel and often cares little about how or who supplies it or sells it. He says, 'Just spend enough money and create enough consumer demand and the product will get national availability.'

"The rifle advertiser, by contrast, *pushes* his product through the marketing channel and takes great care to select his channels and cultivate his aides in the selling of his product through to the ultimate consumer. We feel that pushing is less expensive in the long run, and a more stable way to organize our own marketing program."

Working under the philosophy that "a skillful appliance salesman can switch eight out of ten 'pre-sold' customers on the showroom floor," Gibson elected to do more than give the salesman a longer margin as an incentive to push Gibson appliances.

■ Mr. Petrone explained that a series of specially planned all-expense "work-play" trips for distributors, dealers and salesmen were initiated by the company. These "Go places with Gibson" trips, Mr. Petrone said, "not only reward performance, they also aim at improving performance through business management seminars, product training sessions and similar activities."

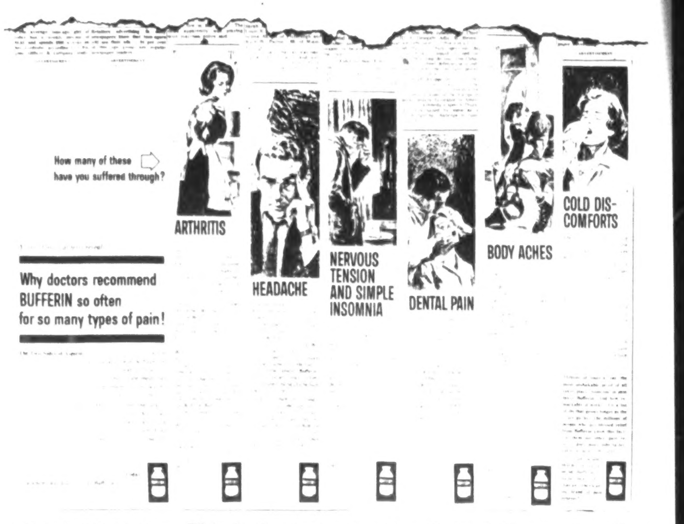
Mr. Petrone said there are only 65,000 appliance dealers today, and only 15,000 of these have annual sales in appliances amounting to more than $50,000. He emphasized that "Gibson must maintain flexibility, often assuming the role of fill-in line in a dealer's store, rather than the No. 1 spot." He said one thing the company has learned is that "understanding built between distributor, dealer and manufacturer is a lot more valuable than a framed franchise—and it moves Gibson products.

■ "Going heavily into incentive trips allows us to sit down with dealers at least once a year and get the benefit of their advice and experience," Mr. Petrone explained. "By and large, dealers resent the implication that all they provide is the physical layout, that they must be taught how to sell, or that selling isn't important any more because consumers are pre-sold."

Last year Gibson took 5,000 distributors and dealers to Hawaii for a convention introducing the 1961 line, he said. This fall, the company hopes to take 7,000 to Panama, and some of these on through South America, in a similar program.

How can a medium-size company afford programs of this scope? "It's largely a matter of whether a company wants to rely on its own selling efforts and reduce dealer margins, or whether it will rely on the dealer's salesmanship and pay him a premium for it," Mr. Petrone said.

■ By giving dealers greater profits, plus trip incentives, Gibson can minimize advertising outlays, "which I suspect often lead to insignificant changes in the product just for the sake of having something to talk about in advertising. Instead we can aim for product innovations that meet real customer needs." ≠


How many of these have you suffered through?
Why doctors recommend BUFFERIN so often for so many types of pain!
ARTHRITIS
HEADACHE
NERVOUS TENSION AND SIMPLE INSOMNIA
DENTAL PAIN
BODY ACHES
COLD DIS-COMFORTS

ACROSS THE BOARD—*This is the test campaign Bristol-Myers Co., New York, is running in Syracuse newspapers and elsewhere for Bufferin (AA, April 24). This insertion, in the Syracuse Herald-Journal, is eight columns wide.*

Winius Names Coleman

Ed Coleman has been elected secretary-treasurer of Winius-Brandon Co., St. Louis. Mr. Coleman, an account executive, joined the agency in 1953.

(WHAT INVESTORS SHOULD KNOW ABOUT PUBLIC RELATIONS)
Reprinted from "The Shields Survey" by permission of Shields & Company

There is more to evaluating a share of stock than you might think.

Recently a confidential report came to our desk. It concerned a large company which is a genuine bulwark in our economy but which has had rather poor relations with the financial community for years. This report was not bullish. Despite strenuous effort, the researcher had been unable to obtain sufficient data from management upon which to make a judgment. In the absence of full knowledge, he decided he could express but one opinion. The company would not like it.

We do not think that the importance of good public relations is generally appreciated by investors. It is a subtle force. Yet it invariably influences the market's appraisal of a stock. We want to tell you more about it.

For the man whose task it is to evaluate securities, sound information is essential. He obtains it through many channels. Over a period of time he puts together, piece by piece, a picture of corporate character. For better or for worse, no company with its stock in public hands can avoid being subject to this process. It is a major responsibility of management to make sure that the picture is reasonably complete and factual. When management suppresses information without plausible explanation, it is only prudent to suppose that something is wrong. When management distorts information, it is necessary to regard that management as unworthy of trust.

No matter what you may have heard, public relations really begins in the executive suite. We know chief executives who are so astute at building good will that they can function effectively almost without assistance. We know others who could not be helped by a platoon of public relations men. Yet when top-side skill combines with intelligent use of modern public relations tools, you wind up with a very nice parlay and very likely a preferred investment on Wall Street.***

Now there is a relationship between public relations efforts and the market price of a company's stock. Since problems of ethics are involved, however, PR operatives do not say very much about it. Not long ago we asked one highly-respected financial public relations man about this matter. His reply was this: "We are concerned with price—but over the long pull. If a client's stock is able to maintain a good price-earnings ratio relative to its competitors' stock, we think that we are doing well."

That may seem a modest objective. But is it really? You should remember that the price-earnings multiple is an expression of the market's opinion of the company's prospects and, in the longer view, an index to the investment following of its stock. It is a vital statistic to a company which is seeking to raise new money advantageously. Moreover, the price-earnings ratio can have an important effect on corporate growth through acquisitions.

To illuminate the final point, let us tell you the story of two companies we will call Corporation A and Corporation B. Earlier this year, Corporation A succeeded in arranging a much-desired merger talk with Corporation B. The deal, however, fell through. Why? Simply because Corporation B took a dim view of Corporation A's rather low price-earnings ratio. A trifle upset, Corporation A put a financial PR man to work to find out why its shares were held in such low esteem. He diagnosed several trouble-spots, and Corporation A is now eliminating them. As a matter of fact, we think we're going to be able to recommend this stock before very long.

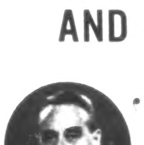
Most responsible public relations men would tell you that it is the sustained program which does most to enhance corporate prestige. Sometimes, however, such a plan can be upset. A favorable news release on some provocative development may seize the market's fancy, causing the stock to soar. If a reaction later sets in, there may be resultant ill will and a reputation may have to be rebuilt.

Such perils notwithstanding, it is far better to keep the corporate name before the public in an accurate light. Other things being equal, the company which does so represents a superior investment.

"HERE IS A DIFFERENT KIND OF MARKET FOR ADVERTISING TO CRACK AND CONQUER"

John P. Cunningham
Chairman of the Board
Cunningham & Walsh, Inc.

"Money sources need to be exposed, consistently and effectively, to the corporate facts. From such a program, the advertiser can hope to meet and overcome the toughest kind of competition there is—competition for the investment dollar. Here is a different kind of market for advertising to crack and conquer."


David B. Williams
President
Erwin Wasey Ruthrauff & Ryan, Inc.

"After all, a man's personal reputation is his most valuable asset. The same holds true, to my way of thinking within the business community. A company that has communicated successfully the idea that it is well managed, is soundly financed and knows exactly what it is doing certainly has every advantage on its side."

Leo Burnett
Leo Burnett Company, Inc.

"They have yet to realize that the entire national community of investors, employees, and consumers today is intertwined as never before in history . . . and that the good name of the maker, built on information, is the best and most economical means possible of motivating stock sales, product sales and applications for jobs."

BARRON'S
. . . where advertising, too, is read for profit!
THE NATIONAL BUSINESS AND FINANCIAL WEEKLY BY DOW JONES

New York	Chicago	Boston	Philadelphia	Los Angeles	Cleveland
50 Broadway	711 W. Monroe St.	388 Newbury St.	1528 Walnut St.	2999 W. 6th St.	1325 Lakeside Ave.

JOURNAL
The Things
I Had to Learn
LORETTA
YOUNG TELLS
HER STORY
COMPLETE
Romantic Mystery
Novel by
EBERHART
Pregnancy Tests
Ten Signs Your
Marriage Is
Breaking Up

She is the most vital, talked-about lady today. None has more influence. None has more followers. No doubt about it: this leader of women is the Ladies' Home Journal, the first women's magazine to hit 7,000,000* circulation two months (March and April) in a row./ **WHEN THE JOURNAL SPEAKS – WOMEN LISTEN**

*PUBLISHER'S ESTIMATE

Hesse Named B&B President; Lusk Becomes Chairman

Robert Lusk

William R. Hesse

NEW YORK, April 26—At a board meeting Monday noon, Robert E. Lusk, president of Benton & Bowles since 1952, was elected chairman of the board and William R. Hesse, exec vp since 1958, was named president.

Mr. Lusk will remain chief executive officer, a post he has held since 1956. The appointment of Mr. Hesse as president is one phase of eight months of planning by Mr. Lusk "in preparing the agency for the expanding opportunities in marketing during the 1960s."

William R. Baker Jr., chairman of the board since 1952, when Mr. Lusk succeeded him as president, becomes honorary chairman under the new setup. Atherton W. Hobler, one of the agency founders, continues as chairman of the executive committee. Henry O. Pattison Jr. continues as vice-chairman of the board.

■ Mr. Hesse joined the agency as a vp and account supervisor in 1956 after eight years in the same capacity at Batten, Barton, Durstine & Osborn. Several months after joining B&B, he was elected to the board of directors. In January, 1957, he was appointed a senior vp; a year later, he became exec vp.

Mr. Lusk joined Benton & Bowles in 1933, after ten years with Ruthrauff & Ryan, Blackman Co., R. H. Macy Co. and L. Bamberger & Co. He joined B&B as an assistant to Mr. Hobler on the General Foods account, a job he held for almost eight years. He has been at the agency continuously, except for a three-year period when he was associated with Ted Bates & Co. and Pedlar & Ryan & Lusk. #

Palmer Appoints Two

T. N. Palmer & Co., Detroit agency, has appointed Robert N. Blatchford vp. Mr. Blatchford was formerly vp and account executive of Gray & Kilgore. At the same time, Palmer has named J. B. VanCronkhite director of public relations. Mr. VanCronkhite was formerly Detroit manager and an account executive.

Alice Westbrook Named Chicago Adwoman of Year

Alice Westbrook

Mrs. Alice Westbrook, vp and creative director of North Advertising Agency, has been named 1961 Chicago Advertising Woman of the Year by the Women's Advertising Club of Chicago. She was chosen for her "outstanding service to advertising at both the administrative and creative levels." With North since 1956, she heads a staff of 25 writers, art directors, producers and production men.

Wade Moves Offices in N. Y.

Wade Advertising has moved its New York office to 10 Rockefeller Plaza.

Publisher Dryfoos of 'N.Y. Times' Is 'FYI' Communicator

NEW YORK, April 26—Orvil E. Dryfoos, president of the New York Times Co., yesterday was named publisher of the *Times*, succeeding Arthur Hays Sulzberger, who continues as board chairman (AA, April 24).

Mr. Dryfoos, 48, with the *Times* since 1942 and president since 1957, is the husband of Mr. and Mrs. Sulzberger's daughter, Marian.

In asking the board of directors to name Mr. Dryfoos as his successor, Mr. Sulzberger pointed out that he will be 70 years old this year, and "not as young or as active as I used to be," and that he had suffered two strokes. "The publisher of this newspaper," he said, "should have a spark that I no longer possess."

Orvil E. Dryfoos

A. H. Sulzberger

■ Mr. Dryfoos, a native New Yorker, was graduated from Dartmouth in 1934. Then he joined Asiel & Co., a Wall St. stockbroker. He became a member of the New York Stock Exchange in 1937. In July, 1941, he married Marian Sulzberger, and in January, 1942, he started work as a cub reporter. In 1957, on becoming president, his father-in-law wrote a note to him, saying in part:

"Remember, that none of it would have happened that way except for the fact that I was sensible enough to marry the boss's daughter, and you were, too."

In its columns today, the *Times* described Mr. Dryfoos as medium in height and build; pleasant, friendly and unpretentious; an able reporter; still, today, sharply interested in the news; and not known as a "driving" executive.

"He prefers to vest responsibility in competent men and let them carry out the duties to which they have been assigned," the newspaper said. "His favorite inter-office communication is, 'For your information.'"

■ Mr. Dryfoos, sixth publisher of the 110-year-old daily, is a Yankee fan, a weekend golfer and a trout fisherman. He walks to work nearly every morning from his home at 82nd St. and Fifth Ave. The *Times* office is west on 43rd St. #

Clark Joins Four A's as Senior Account Executive

Clinton Clark Jr.

Clinton O. Clark Jr., formerly an account executive on the American Can Co. account with Compton Advertising, has joined the headquarters staff of the American Assn. of Advertising Agencies, New York, as a senior account executive.

Mr. Clark will assist Richard L. Scheidker, senior vp.

Christal Opens L.A. Branch

Henry I. Christal Co., New York, radio station representative, has opened its seventh office, at 3440 Wilshire Blvd., Los Angeles. Kirk Munroe has been transferred from New York to manage the new branch.

Readers and Retailers agree:
the World-Telegram has more for both. More of the news and features that appeal to substantial families... more of the sales results that excite advertisers.

13,390 more families are reading the World-Telegram, increasing total circulation to 477,595 for the six months ended March 31st.

62,000 more lines of department store advertising in the first three months of 1961 give the World-Telegram the greatest gain of any New York newspaper, weekday or Sunday, increasing its consistent lead in the weekday field.

New York's profit-wise merchants know from their sales that the World-Telegram is building its circulation among responsive families who are attracted by a superior editorial product.

RESPONSE-able
New York takes home the
WORLD-TELEGRAM

CHARGED
SOLD
PAID

NEW YORK WORLD-TELEGRAM
New York's *quality* evening newspaper

CRANE CO.

EBERHARD FABER PEN & PENCIL CO., INC.

A MAJOR STEEL COMPANY

NATIONAL CLAY PIPE MFRS., INC.

U. S. RUBBER CO.
(MECHANICAL GOODS DIVISION)

A MAJOR OIL COMPANY
(INDUSTRIAL LUBRICANTS)

These six companies found that, in the newsweekly field...

Newsweek reaches their customers and prospects most efficiently!

Each of these companies, in cooperation with Newsweek, conducted its own marketing and readership study. Each selected its own sample of customers and prospects. Coverage of customers and prospects by the newsweeklies, and their efficiency of coverage, are shown below. The results speak for themselves . . . and there are more to come.

		A MAJOR STEEL CO. *972 respondents*	CRANE CO. *1,063 respondents*	EBERHARD FABER PEN & PENCIL CO., INC. *2,191 respondents*	NAT'L CLAY PIPE MFRS., INC. *696 respondents*	U. S. RUBBER CO. (MECH. GOODS DIV.) *818 respondents*	A MAJOR OIL CO. *888 respondents*	COMPOSITE OF 6 STUDIES *6,628 respondents*
Newsweek	*% coverage*	40.4%	39.1%	44.4%	39.5%	43.9%	30.1%	40.5%
	*cost per mention**	$19.89	$18.79	$ 8.04	$28.42	$21.76	$29.27	$ 2.91
Time	*% coverage*	43.7%	42.9%	44.6%	33.9%	46.1%	29.4%	41.2%
	*cost per mention**	$33.65	$31.36	$14.62	$60.59	$37.93	$54.79	$ 5.23
U.S. News & World Report	*% coverage*	31.3%	21.0%	28.4%	27.6%	32.4%	16.7%	26.5%
	*cost per mention**	$20.87	$28.45	$10.20	$33.05	$23.94	$42.87	$ 3.62

**based on current one-time black-and-white page rates*

For details of these studies, contact your local Newsweek Representative, or Charles E. Kane, Adv. Director, Newsweek, 444 Madison Avenue, N. Y. 22, N. Y.

Newsweek
N
W
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by industry's own measurements...the most efficient newsweekly

Quad Tighe Seiden Foley

JERSEY CONTINGENT—*New Jersey members of the American Newspaper Publishers Assn. register at the 75th annual meeting with Lillian Seiden of ANPA. They are John K. Quad, New Brunswick Home News; Thomas B. Tighe, Asbury Park Press; and B. J. Foley, Newark News.*

Wallace Mellman Klein Walter

Also at the meeting were Larry A. Wallace, Mercury & News, San Jose, Cal.; Frederick Walter and Nicholas Mellman, Journal & News, Wilmington, Del.; and Shirley E. Klein, Westchester County Publishers, White Plains, N.Y.

Discounts Stir Resurgent Interest in Newspapers

(Continued from Page 1)

ANPA Meeting

trast to those expounded later by Thomas A. Sinding, president of the American Assn. of Newspaper Representatives, and a vp of Johnson, Kent, Gavin & Sinding, who spoke before a regular 50,000-and-up circulation session.

■ Mr. Hartigan said that:

1. Newspapers have created a maze of different discounts.

2. Plans other than bulk are dictatorial because they tell advertisers when, and in what size, they have to advertise.

3. In some cases, the more an advertiser spends, the less percentage discount he receives.

4. "Group discounting" by a number of independent publishers in various states, has "perpetrated an atrocity" by forming fictitious "common markets."

■ Mr. Hartigan thereby charged into the most widely discussed topic at the ANPA's 75th meeting. Faced with steady losses in national linage in recent months, publishers have tried to perk up advertisers' interest via one, or a combination of, discount structures embracing bulk, frequency and continuity plans. The discount bandwagon was given a healthy push last November when Shell Oil Co. (through Ogilvy, Benson & Mather) made its bombshell announcement—an all-newspaper $13,000,000 campaign.

But Mr. Sinding said today a lack of uniformity has pervaded the plans now offered by newspapers. The AANR head said that "while the AANR does not recommend prices or percentage of discounts or rates—this is up to the individual publisher and his representative to decide what is best for each paper—there are 50 different forms among the 285 newspapers."

Mr. Sinding said the AANR had "reduced these 50 to two forms and we have four concepts in these two." They include (1) a continuity-impact-discount plan styled along the lines of one offered by the *Louisville Courier-Journal*, which sired C-I-D; (2) a second, similar plan, except that 12-, 24-, and 26-week frequencies may be used within a year instead of in 13-, 26-, or 39 weeks; (3) a "milder" frequency plan; and (4) a volume discount plan.

■ On the matter of who should decide the discount type, Mr. Hartigan laid the blame for the "great rate jungle" squarely on the shoulders of both groups—representatives and publishers. Mr. Hartigan described those representatives who conform to publishers' biddings as "wishy-washy."

Asked why more reps had not controlled rate uniformity from the outset, Mr. Hartigan replied: "They were never asked. A rep should be taken into the publisher's confidence *before* the rate deal is set."

Mr. Hartigan, recalling "tangled and twisted attempts at rate-making," said a Texas publisher offered this deal: "For the next three months, when we will have a rate change, we are offering you a volume rate. Upon a guarantee of 52 weeks, consecutive, of not less than 500 lines per week, for any one product, our rate will be 4¢ a line.

"Even if we could squeeze 52 weeks into the next three months," said Mr. Hartigan, "how much higher will the rate be to make up for the 'bargain?' Also, he wants 500 lines per week per product.

"Our clients' ads vary by product, in size, and from market to market. What happens to our bargains?" he asked.

■ Mr. Hartigan then described discounts of two newspapers which offered a volume or continuity plan choice:

• Newspaper "A" offered a 26% discount on 100,000 lines or more under its bulk plan. "On the other hand, if we were to place only 1,500 lines per week for 36 weeks out of 39 weeks, we would earn 27%, or if we were to place 1,500 lines per week for 48 out of 52 weeks, we would earn 28%. Let's see what this adds up to:

"100,000 lines..........discount 26%
"54,000 lines............discount 27%
"72,000 lines............discount 28%

• The same was true for paper "B". It figured out to a 20% discount on 100,000 lines and 22% on 72,000 lines, he said.

"What madness is this?" asked Mr. Hartigan. He stressed that a Campbell-Ewald client—which used between 300,000 and 400,000 lines in such newspapers—would not have earned the maximum discounts.

"Why? Because the client did not run in 36 of 39 specified weeks, even though some of our ads were double trucks," he said.

"Perhaps these publishers wish to suggest that we should reduce our linage in these papers. It looks as if they believe ad continuity is more efficient.

"The client might decide not to spend that money for advertising at all; or it might be spent in the same markets all right, but in other media."

He scored the "utterly impossible" new combination group frequency and/or volume discount rates "foisted on unsuspecting advertisers" by "a new kind of horror, group discounting," set up by independent publishers who have banded together in common markets.

■ Terming the groups' conditions "fantastic," the agency man attacked a bevy of contract conditions, including lack of plan interchangeability, corporate rate protection (while individual products must earn their own discounts), and calendar and minimum linage requirements.

Another "extreme" group example, he said, demanded that (1) the client use, in the current year, volume no less than the average of the past five years—in each newspaper—to get a discount; (2) every paper in the group be used; and (3) the lowest linage figure in any of the newspapers would determine the discount rate for all.

"I cannot help but wonder if the men who launched the C-I-D proposals, nearly a year and a half ago, are not now somewhat appalled at the jungle of rate plans which have sprung into existence and continue to pop up."

Mr. Hartigan asked if this was a "symptom of desperation which is gripping certain members of the newspaper industry? If so, for what reason?"

■ Recalling a "real jungle panic among radio men in the '50s," Mr. Hartigan said perhaps publishers "jumped frantically" into discount schemes "hoping to emulate the golden boy—tv—in selling 13-, 26-, 39-, and 52-week plans.

"It does look like the promised land, doesn't it? I am happy that less than 200 newspapers have so far succumbed to the present insanity," he said.

Mr. Hartigan said he "dreaded to think of what our lives would be like if Campbell-Ewald's client, Chevrolet ("still No. 1 national advertiser in newspapers . . . by a considerable margin") would do if many more "new-fangled rate-making ideas are developed" among the 1,500 dailies and 7,000 weeklies used on the account.

■ On the bookkeeping side, he said that the multiplicity of rate plans were "burdensome and costly to handle." In the case of multi-product or multi-divisional clients, percentage breakdowns on savings or rebates are required. In one instance it took ten days to do the extra accounting, and the actual savings amounted to $2.49, he said.

"I fear that the C-I-D rate systems and others based on frequency, if allowed to expand, will soon reduce newspaper selling to the low level of explaining rate cards and record keeping . . . and will reduce media buying to the assignment of data to IBM machines," Mr. Hartigan said.

■ The local-national rate disparity was also criticized by Mr. Hartigan, as he charged that "the only real basis for rate-making in the past has been to calculate and charge what the traffic would bear, particularly at the local level."

He urged publishers to determine the rate at which they can make a profit, then sell on the same discount basis to national and retail advertisers.

In this vein, Mr. Hartigan emphasized strongly that "volume considerations should be the foundation stone of your structures because this feature alone will encourage greater use.

"In the final analysis, the advertiser will only buy what he wants and needs, where he wants it and needs it, and when he wants it and needs it," Mr. Hartigan asserted.

Shifting to newspapers' defense, he said the medium had not lost its great ad strength. People with their "insatiable capacities" have taken radio and tv into their lives, and broadcast men have been selling this fact hard. "Publishers have been under-selling, while their competitors have been 'out-selling,' and selling in concert rather than alone," Mr. Hartigan said.

■ "What we need from you, gentlemen, more than any kind of continuity rate deal, is more information that will relate your newspapers to the markets you serve, and to the prospects of ours that you reach, and how well you reach them, and how well they read our ads," he concluded.

Mr. Hartigan's talk was not listed on ANPA's convention program. He said he had been invited to address a "small group of publishers—about 100," by Charles B. Lord, of the *Indianapolis Star & News*. His speech, according to some observers, was the strongest denunciation of discount plans to date.

Bridge Baker Herman

PUBLISHERS—*Talking things over at the American Newspaper Publishers Assn. convention were Donald U. Bridge, Rochester Democrat & Chronicle and Times-Union; Lisle Baker Jr., Louisville Courier-Journal & Times; and Laurence Herman, Detroit News.*

NEWSPAPER LINAGE IS OFF 6.7% IN 1961

NEW YORK, April 25—Newspaper advertising linage dropped again in March—this time 3.1% across the board—according to a 52-city summary by Media Records.

Automotive advertising paced the losers, skidding 9.5% for a 1,332,478-line dip to 12,764,911. Classified was down 5.4%, or 3,293,970 lines, to 57,832,727. General advertising dropped 1,450,154 lines to 29,045,732, a 4.8% dip.

Retail, including department stores, was off a hair by 0.9%. Its linage decrease of 1,258,323 brought its March figure to 131,853,237. Other losers were:

Department stores, down 2,273,511 lines to 45,705,469, a 4.7% drop; total display, down 4,140,441 to 178,317,723—the biggest linage change—a 2.3% loss; and financial, off 99,486 lines, or 2.1%, to 4,653,843.

Total advertising for the year to date was off 6.7%, Media Records said. Top cumulative losers were classified, off 10%; general, down 9.4%; and automotive which showed an 8.9% drop. #

Print Promotion Group Plans Drive

CHICAGO, April 26—After six months of preparatory activity the Organization Committee for Print Promotion has approved a campaign, which it hopes will develop into a multi-million dollar effort by all interests concerned with print. The committee is composed of representatives of leading magazine publishers, advertising agencies, the American Photoengravers' Assn., and the International Photoengravers Union.

■ The committee includes Arthur B. Langlie, president of McCall Corp.; Arthur Motley, president of Parade Publications; Paul Lyle, vp of Western Publishing Co.; Harry E. Collins, chairman of Collins, Miller & Hutchings, and Wilfrid T. Connell, president of the International Photoengravers Union. The latter two men serve as the committee's chairman and secretary, respectively.

"Our organization committee is an interim committee set up to get a national program started that will be fully representative of everyone interested in the promotion of print," Mr. Collins said.

■ The next step, he explained, is to organize a national committee that would be completely representative. An executive committee would be selected from the full committee to administer the national promotion program. #

WIN THE BIG ONES

HEARST PHOTO

How he won the big ones

Jesse Owens sets his long-standing Olympic broad jump record of 26' 5⅝" while winning four gold medals at Berlin in 1936.

Concentrate where it counts, in the "A" markets
...where 48.2% of apparel store sales are made

In these *big* rich, decision-making markets and contiguous counties, American Weekly concentrates 86% of its circulation...and works better... more efficiently...more effectively than does any other magazine. Where network TV and national magazines "thin-out", American Weekly "thicks-in".

The American Weekly

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY 65TH YEAR 1896-1961 BEST READ SUNDAY MAGAZINE

Advertiser Seen Bearing Brunt of Britain's TV Tax

(Continued from Page 3)

If the program companies—which supply the programs and raise their finances through the sale of advertising time—decide to pass the tax on to the advertisers, there is little doubt that advertisers will grumble. It is only eight months since tv advertising rates were last increased, and that raise brought on a storm of criticism from advertisers and agencies.

■ The new impost, effective May 1, comes close to the June-September summer season, when advertising time on television is relatively difficult to sell.

Despite the fact that summer rates are frequently 30% below winter rates, air time sales may well drop to 80% of availability, compared with the 95% of over-all time currently being sold by many contractors. In fact, over-all demand for time on the London and Midland networks—the two most important marketing areas—exceeds supply in the more popular peak and semi-peak periods. As a result, some major advertisers have already booked their schedules 18 months ahead—into the winter of 1962.

While major advertisers do not seem unduly deterred by the high cost of television advertising, they reacted smartly to differentials between various time slots. When rates were last revised, peak times were loaded against off-peak slots, with the result that interest in off-peak times, particularly between 5:30 and 7 p.m., sharpened considerably.

■ Because advertisers are so sensitive to these rate differentials, it is possible the program companies would prefer to make differential price adjustments, rather than simply pass on the 10% tax as an equal surcharge on all time slots. But this would have to be done by adjusting the existing rate structure and levying the flat 10% tax on the new rates.

Associated Rediffusion announced that it had been considering the introduction of new rates when the new tax was announced and added that obviously, it will "now have to think again."

The most likely outcome is that there will be little, if any, change in the current rate structure for some months—in order to encourage bookings during the summer seasonal lull. There may, of course, be some reduction of summer rates to offset the immediate effect of the tax on advertising costs.

This would be a neat way out for the program companies, for it would give the impression that they were prepared to foot at least part of the new tax from their profits, instead of just passing it on to the advertisers.

■ Then, in the fall, traditionally the time for reviewing the rate structure, the program companies would likely come out with new scales of charges which, by altering the existing rates, would in effect spread the extra cost of the tax on a differential basis.

The present ratio of costs between peak and off-peak times is about 7 to 1. If, however, this were changed to, say 16 to 1, the rates all along the scale in seven segments could be revised to make peak time more expensive and less attractive, off-peak time cheaper and more attractive—yet still provide the same amount of tax.

This is no doubt one consideration which program companies are discussing at present. It would mean, of course, that the larger peaktime advertisers would be subsidizing the smaller off-peak advertisers to a certain extent.

■ Whatever answer the program companies come up with, their headaches won't be over.

For if there is an immediate rise in rates, advertisers will have to reconsider their own plans. The custom has grown up during the television boom for advertisers to put aside a reserve fund to purchase television time as it becomes available. If rates are increased now, they will not have to decide whether or not to add to these funds. If they do not add to these reserves, then it means their money will buy less time—since some will go in tax.

If rates are increased—with a consequent increase in tax—these reserves will buy even less time, unless the advertiser switches to cheaper, off-peak segments.

And if advertisers decide to add to their television allocations to meet the added cost of the new tax, and possibly higher rates, then the money will most likely come from the weaker end of the advertising schedule.

■ In this case, newspapers and magazines considered as "marginal" by some advertisers, might be dropped from the advertising plans. Thus the new tax, even though on television, might also hit weaker print media.

Another possible outcome, and one apparently not considered by the Chancellor, is that extra tv funds might be raised by trimming expenditures on export advertising. If this happened on any large scale it might cause some rethinking in government circles, for Mr. Lloyd urged in his budget speech that everything possible must be done to step up Britain's overseas sales. ■

Court Permits Loeb to File Appeal in Anti-Trust Hassle

BOSTON, April 25—The U.S. court of appeals here granted Union Leader Corp., publisher of the *Journal*, Haverhill, Mass., permission to file an appeal petition on an adverse ruling by Charles E. Wyzanski Jr., U.S. district judge.

Judge Wyzanski refused to disqualify himself in the $3,000,000 anti-trust suit against the corporation brought by the *Haverhill Gazette*. William Loeb, who heads Union Leader Corp. and also publishes the *Union Leader*, Manchester, N.H., had filed an affidavit last month accusing the judge of "personal bias and prejudice" against him and his company. Currently under consideration by Judge Wyzanski is the amount of damages due the *Gazette* from Mr. Loeb's firm for alleged anti-trust violations.

The three-judge appeals court, in granting the corporation's motion to file the petition, called upon Judge Wyzanski to show cause by May 9 why a writ should not issue requiring him to "take no further action" in the pending suit. ■

Rubel, Andersen Affiliate

Ira Rubel & Co., Chicago, accountant and management consultant, and Arthur Andersen & Co., Chicago, international accounting company, have announced an association of interests. Under the new association, Rubel will retain its name, identity and management staff and will concentrate its efforts on its management practice. Andersen will assume primary responsibility for audits and tax return preparation. Rubel will participate with Andersen in the audit and tax work by "providing top level contact, planning and management interpretation."

"The future never looked brighter."

CONFIDENCE—*Oliver Corp., Chicago, is expressing its optimism and confidence in a five-page ad in 16 construction publications in May. The opening page, shown here, is an open letter from Oliver's president. Buchen Advertising currently handles the account. Fuller & Smith & Ross will take over in July.*

Gibson Nets Profit on Dealer Co-op Ad

GREENVILLE, MICH., April 27—Gibson Refrigerator division of Hupp Corp., Cleveland, has turned one page of its spread in the April 21 *Life*, listing Gibson dealers, into a money-making proposition.

Distributors for the company charged dealers a sliding price to have their names listed on one page of the spread, based on co-op, unit discount and credit arrangements. Gibson estimated that 2,800 names were needed to pay for the ad, but 3,152 dealers reserved space for one of the seven *Life* regional editions carrying Gibson's message. Other Gibson dealers had to be left out because of lack of space. *(For other news of Gibson, see Page 6.)*

■ Gibson also booked an NBC spot radio campaign to plug the *Life* ad, which featured a "lucky number" insert card for Market Master refrigerators, and an announcement of two consumer contests (AA, March 20). *Life*, in turn, has run ads in *Electrical Merchandising* and *Home Furnishings Daily* to draw attention to the number of dealers who signed up for the ad.

Creative Group Inc., Appleton, Wis., is the Gibson agency. Young & Rubicam, New York, handles *Life*. ■

MacLaren Forms Carleton Subsidiary

TORONTO, April 27—MacLaren Advertising Co., Canada's largest agency, has formed a wholly-owned subsidiary called Carleton Advertising Ltd.

Executives of the new agency, which will have entirely separate offices, have not yet been announced.

Carleton was enfranchised last week by the Canadian Daily Newspaper Publishers Assn.

Carleton, it is understood, will handle a number of accounts in competition with those at MacLaren. It may also direct part of the $12,000,000 General Motors account, all of which now is at MacLaren, according to informed sources. ■

Ives Joins Endicott Johnson

Edward J. Ives has joined Endicott Johnson Corp., Endicott, N.Y., as advertising and sales promotion manager. He was formerly retail services manager of Chemstrand Corp.

Viewing Becomes More Individualistic: Campbell-Ewald

DETROIT, April 28—Television is changing from a group medium to an individual medium, and more selectivity by viewers means packagers will have to plan their shows to fit the public's habits.

These are some of the results announced this week by Campbell-Ewald of a nine-city depth interview study done last spring by Social Research Inc.

This was the first time, the agency said, that a depth study on tv viewing was done along social class lines (rather than age, geographical location, etc.).

It was conducted to find out why people watch tv, Campbell-Ewald said.

■ The study showed that upper class people are more critical and selective in their viewing and don't depend on tv for education or entertainment. Middle class viewers place more reliance on tv for entertainment, but are still somewhat critical.

With viewers becoming more selective, and multiple-set homes growing in number, tv programmers will have to produce programs for individuals, rather than groups, Campbell-Ewald said.

People have organized their lives around tv (such as juggling dinner time), the agency said, but in the future the tv packager must organize his shows around the viewer's life.

Campbell-Ewald said tv is still considered an "important" medium, and that the agency contemplates more depth research into tv viewing.

The interviews were conducted among 225 people in Chicago, Philadelphia, Atlanta, San Francisco, Cincinnati, Oklahoma City, Louisville, Worcester, Mass., and Mason City, Ia. ■

Ford Names Fisher to New Ad Post; Williams Retires

Ford Motor Co., Dearborn, Mich., has appointed Robert J. Fisher director of its advertising and sales promotion office, marketing staff, a new title. He formerly was advertising and sales promotion manager of the company's Lincoln-Mercury division, a position not yet filled. Mr. Fisher's duties will be similar to those of E. E. Rothman, former general manager of advertising and sales promotion, who left the company several months ago. Ford also has named Dr. Seymour Marshak, formerly vp of National Analysts, Philadelphia, consumer research manager, a new post.

Robert J. Fisher

Walker A. Williams, a Ford Motor Co. vp since 1950 and with Ford since 1925, will retire, effective Aug. 1. Since 1958 Mr. Williams has been vp and assistant manager of the Lincoln-Mercury division.

Stran-Steel Boosts Klein

Stran-Steel Corp., Detroit, division of National Steel Corp., has appointed Edward J. Klein manager of advertising and pr. Mr. Klein, who joined the company in 1957, was formerly assistant manager of advertising and pr.

Air-Shields Names Agency

Air-Shields Inc., Hatboro, Pa., manufacturer of medical equipment, has assigned its advertising and public relations to T. K. Thompson Associates, King of Prussia, Pa.

Congoleum-Nairn Shifts $1,500,000 Account to JWT

After 42 Years with McCann, It Went to D-F-S, Then to Keyes, Madden

KEARNY, N.J., April 26—Congoleum-Nairn has appointed J. Walter Thompson Co., New York, to handle advertising for its smooth-surface floor and wall coverings, effective May 29. The account has been at Keyes, Madden & Jones for the past three years.

The account is expected to bill about $1,500,000, although not too many years back it was billing at the rate of $2,500,000 (AA, Dec. 3, '51). And around 1920 it ranked as one of the ten leading advertisers—outspending even some of the soap companies.

Founded in the mid-1880s, the company was the leading manufacturer in its field for many years, and the name Congoleum practically became a generic term. In Congoleum's peak years, however, a new giant was emerging in the flooring field—Armstrong Cork Co., which, through its stress on new types of flooring, gradually surpassed Congoleum and gained first place in the industry.

■ Congoleum spent its first 42 years as an advertiser with one agency—McCann-Erickson. One of its officers at one time was Alfred W. Erickson, and the account was one Mr. Erickson brought with him when he merged with Harrison K. McCann.

Congoleum ended its long stay at McCann in 1955, when it moved to Dancer-Fitzgerald-Sample. Three years later it moved to Keyes, Madden, and now, another three years later, it is moving to Thompson.

The company's Loomweve rug and carpet division, set up last year, will remain at Alfred Auerbach Associates. ■

Eastern Express Campaign Wins Truck Ad Contest

WASHINGTON, April 27—Eastern Express, Terre Haute, Ind., was a repeat winner today, with "the best over-all advertising campaign" in this year's contest for motor carrier advertising. The contest was sponsored by the customer relations council of the American Trucking Assn.

Eastern Express won first place in the same category last year. Kuttner & Kuttner, Chicago, was the agency.

First place winners in the other five categories of the contest and their agencies were:

Direct mail campaign: Gateway Transportation Co., La Crosse, Wis. (Jefferson Advertising Agency).

Single mailing piece: Super Service Motor Freight Co., Nashville.

Space campaign: Ryder Truck Lines, Miami (McCann-Marschalk Co.)

Single space advertisement: Mason & Dixon Lines, Kingsport, Tenn. (Lavidge, Davis & Newman).

Specialized carrier advertising: Mason & Dixon Lines, Kingsport, Tenn. ■

Anneser to Choice-Vend

Donald J. Anneser has joined Choice-Vend, Hartford, division of Seeburg Corp., as director of advertising, sales promotion and public relations. Mr. Anneser was formerly with the Connecticut State Health Dept. Choice-Vend, formerly known as Central Tool Co., manufactures bottle vending machines for U.S. and overseas markets.

Keeping up with the Kimmelhochs—

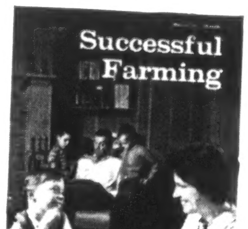
Art Kimmelhoch is a farmer, ag school graduate. He has doubled the 160 acres left him by his father. His field crops come up earlier and greener. His livestock brings the highest prices. His farm plant is well kept. His house is new, air conditioned. He gets to Florida every winter, and has a daughter in an Eastern prep school.

Your farm is next door. How do you keep up with Kimmelhoch? Well, you start by paying a lot of attention to SUCCESSFUL FARMING. Kimmelhoch does! So do most of the really prosperous farmers.

Because every issue has information on markets, methods, machinery and materials—that save work, increase yields, lower costs, help the farmer earn more. His land allotment, barn layout, fertilizer application, materials handling, herd size, equipment purchases, prices, taxes and profits next year will depend to some extent on what he learns from SF this year. This magazine means money in the bank! It is not merely read—but studied, filed, referred to again. And it also helps the farm family live better.

And after fifty-eight years of service, SF has earned a respect and confidence unmatched by any other medium; and a degree of influence reflected in its very high readership, and the reception and response of its readers to advertising. SF subscribers average holding is more than 300 acres; and their average farm cash income is about 70% above the national farm average—represent one of today's choicest class markets.

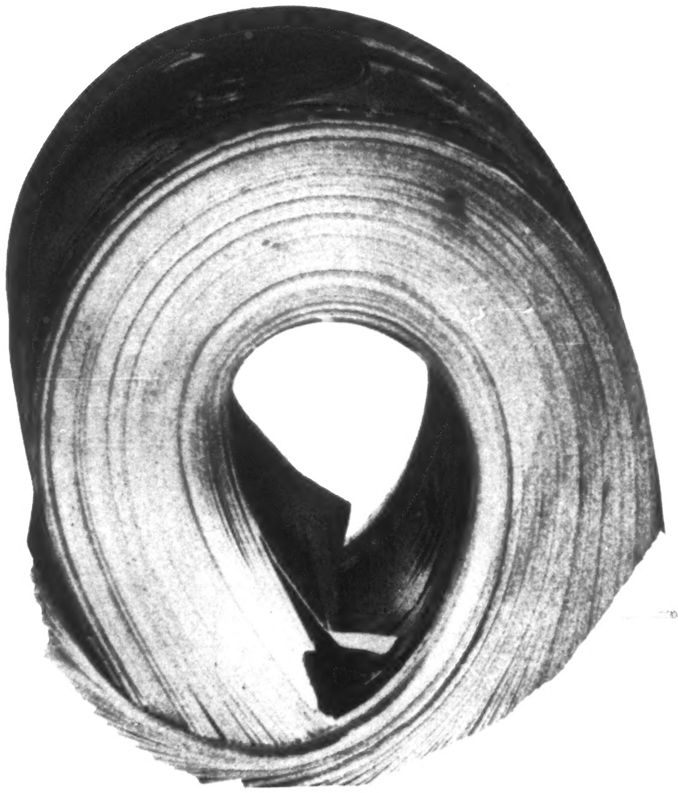
If you want your advertising to sell something, put it in SUCCESSFUL FARMING. And ask any SF office about the twelve new State & Regional editions!



Successful Farming

SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

$28,431 in family spending power* comes with every dollar you spend on Network Z.



$31,824 in family spending power* comes with every dollar you spend on Network Y.

$34,515 in family spending power* comes with every dollar you spend on ABC-TV.

Want more of that weekly U. S. spending money for your client? Then figure spending his television money according to these figures:

ABC's current CPM is $3.39. Net Y, $3.67. Net Z, $4.12. Meaning ABC delivers 295 homes per dollar per commercial minute. Net Y, 272 homes. Net Z, 243 homes.

Meaning $100,000 a week spent on ABC gets you 2,300,000 more sales demonstrations than you get on Net Y, 5,200,000 more than you get on Net Z. Meaning spend where the spending—and trending—is most profitable.

ABC Television

*Source: Av. weekly household expenditures: $117 (1959, U.S. Dept. of Commerce), multiplied by homes reached per dollar per commercial minute. National Nielsen TV Index estimated TV cost per thousand commercial minutes, 4 weeks ending Feb. 5, 1961. Average evening once weekly program. Estimated time and published talent costs.

The Editorial Viewpoint . . .

Advertising's Public Image

In one of the quickest turn-arounds on record, the American Assn. of Advertising Agencies last week first approved and then postponed a substantial public relations campaign to improve advertising's public image.

Most of the members attending the association's annual meeting left White Sulphur Springs with the impression that the Four A's was to proceed immediately with a comprehensive public relations program developed by Hill & Knowlton, at a cost to the agency association of something like $135,000 for the first year. But at a meeting of the association board after the membership sessions had concluded at noon on Saturday, it was decided to hold up the program until additional data can be gathered.

The program originally proposed and presumably accepted included:

- A depth attitude research study.
- A bi-monthly magazine for opinion leaders, to be called "Advertising Today," with 25,000 circulation. ("Work has already begun on the first issue, to be issued in September," members were told.)
- A test advertising seminar at a leading university.
- More speeches before non-advertising groups, closer contact with influential publications and textbook authors, and more library reference material.
- Increased understanding of the Four A's copy code and interchange.
- Organized, positive publicity.

When the association's board got through taking another look, however, only the depth attitude research study remained as a specific, immediate project. All other proposed activities will be held in abeyance until the results of this study are available.

In the meantime—in line with a considerable amount of comment voiced by members at the meeting—the association hopes to educate its own members on the problems and thus to eliminate more of the causes of criticism. As one agency head is reported to have insisted in the meeting, throwing a bad actor or two out of the association might do more good than all the codes and publicity campaigns anyone can imagine.

We had our own misgivings about the wisdom of all the phases of the proposed campaign, but we were prepared to withhold them if the campaign went forward. It is easy enough to criticize, especially in difficult situations like this; it is more sensible to watch sympathetically, and to voice opinions only as developing events seem to call for them.

One thing we could wish were different, and now that most of the program has been temporarily put in the freezer we see no reason for not saying so: We could wish that the campaign—if one eventually emerges—would represent the unified interests and activities of the entire advertising field, rather than those merely of the Four A's.

Important as members of the Four A's are in the advertising firmament, they are not able to speak for all advertising interests. Unfortunately, neither can anyone else at this moment—at least in a voice clear enough and strong enough to be heard and hearkened to by big and little advertisers, big and little agencies, big and little media of all kinds, and suppliers of all kinds.

Individual activity by associations and others strong enough and important enough to do a good job are to be applauded, but all such activities ought ideally to be coordinated by some sort of all-industry steering committee with influence and stature enough to see to it that everyone is going in the same general direction, and not working at cross purposes.

For example, the proposed Four A's program eschewed the use of advertising, one of the reasons being that only a relatively few opinion leaders are the real anti-advertising problem, and therefore it is "unwise to excite the general public" when there are means of reaching these opinion leaders "quietly and directly." Yet there are current campaigns, fostered by the Advertising Federation of America and the Advertising Assn. of the West, specifically designed to "excite the general public" in this sense.

An all-industry coordinating committee of real stature could resolve conflicts of this kind. We hope serious consideration will be given to establishing such a group.

That Important Timken Suit

Timken Roller Bearing Co. is suing to recover $1,282,000 which the Internal Revenue Service collected from the company by disallowing the cost of some of Timken's institutional ads over a four-year period.

This is the first case clearly drawing the issue of tax deduction for ads which Internal Revenue says are not "reasonable and necessary" because they discuss public issues. It is a case in which we hope various institutions and organizations within the advertising business will ask to be permitted to intervene as friends of the court—to present the case for allowance of such public policy advertising for tax purposes, without regard to whether one happens to agree with the position taken in the ads or not.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman Advertising Agency, Columbus, O.

"She said, sure she knows what time is; it's the stuff between pay days."

What They're Saying . . .

That Certain Ingredient

To get only money would be a most inadequate reward for a life spent in any occupation. Remember the Irishman who said, "Work is called work because it's work"? And for most people, work is work, period. No wonder they drink. No wonder they are delinquent—senile, juvenile, intermediate. No wonder in a world where increasingly there is, apparently, less and less chance for the generality of mankind for anything like self-expression. No wonder that we see psychological trauma everywhere.

We have the advantage, because you add something, you use your imagination, you are creative . . . you are giving something of yourself, and you are realizing yourself.

But the ultimate concern of all professional men is people. And the great hazard of all professional men, devoted as they must be to people, is that they come to think of people as faceless statistics. If you have slid into that easy relationship to the society you address, God help you, for you will sizzle in hell.

—From a talk by Dr. Frank Baxter of the University of California, at a seminar of the Magazine Advertising Bureau of the Magazine Publishers Assn.

Hidden Meanings

The language of advertising is not always easy for the uninitiated to interpret . . . herewith this glossary of some popular current terms, along with their translations:

"New Concept"—same old thing with a new name.

"Dramatic New Concept"—same old thing, but use more of it.

"Striking New Concept"—last year's model, different paint.

"Totally (or Entirely) New Concept"—we found a cheaper material that will work.

"Bold New Concept"—sometimes these screwy ideas pay off.

—From Take Five, published by Keller-Crescent Co., Evansville, Ind.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior Editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Ramona Bechtos, Frank Sinclair, Rance E. Crain**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton, Helen Barnett**. Detroit—**Hugh C. Quinn**. Los Angeles—**Denis Higgins**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Erwin Harris, the Miami agency man who collected unpaid Cuban advertising bills via a U. S. court judgment, seems to be at least one example of a successful rebellion against Castro.

•

British television advertising interests, which are going to be taxed 10% of the gross charges beginning May 1, are inclined to put a question mark following the name of the Conservative (?) government.

•

If you wondered where those profit and loss figures on U. S. agencies in Britain came from, they are available to all comers at 15¢ a look from the British government.

•

Internal Revenue Service doesn't censor advertising, but as Timken Roller Bearing points out, it just refuses tax deductions on ads which express opinions it doesn't happen to approve.

•

Chester Bowles made it very clear in his CBS interview that he is ashamed of his early life in the slums of advertising, and after those cracks advertising is returning the compliment.

•

"Hawaii leads states in tourist promotion," the story says.

Assisted, of course, by its loving friends among the airlines and steamship companies.

•

"What qualities do you look for in hiring salesmen?" asks Station KRNT.

Most sales managers prefer a disposition to wear out the soles of the shoes rather than the seat of the pants.

•

"Creative" is a word that is badly overworked in the advertising and marketing field, thinks Max Banzhaf.

After all, it's usually applied to a rearrangement of old ideas that no one else has used lately.

•

Farm Journal says it is the biggest, most influential magazine in the country, meaning that part of the country where farmers grow things to keep you alive.

•

W. B. Murphy talks about the coattail rider in the food business who prices his product lower because it is of lower quality.

That's a burden the leader's coattails won't support for very long.

•

A publisher looking for a space salesman includes among his requirements, "Must be married."

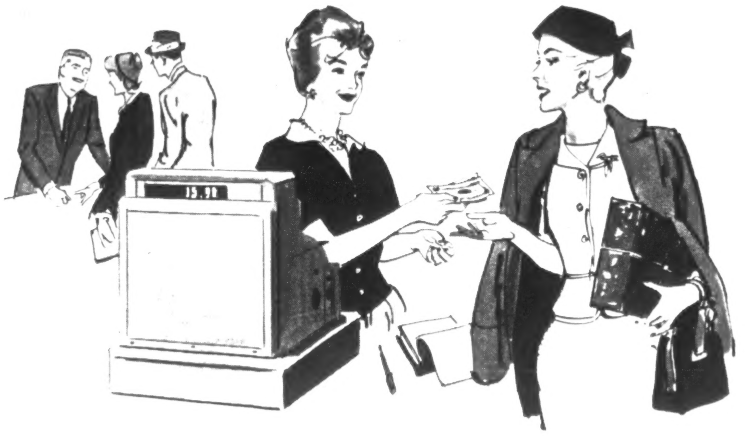
There's nothing like a hungry family to keep a salesman in fighting trim.

•

Sunkist Growers will use a weather forecaster as part of its merchandising setup.

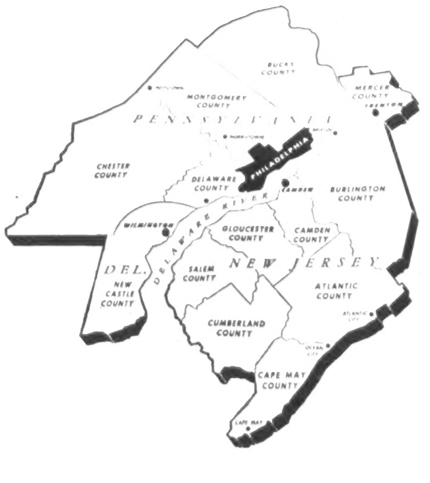
Next to doing something about the weather is knowing as much as possible about it.

COPY CUB



63 PERCENT OF DELAWARE VALLEY'S EFFECTIVE BUYING INCOME IS CONCENTRATED IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban adult readers than does any other Philadelphia newspaper.


BUCKS COUNTY
POTTSTOWN
MONTGOMERY COUNTY
MERCER COUNTY
TRENTON
PENNSYLVANIA
NORRISTOWN
BRISTOL
PHILADELPHIA
CHESTER COUNTY
DELAWARE COUNTY
CAMDEN
BURLINGTON COUNTY
DELAWARE RIVER
WILMINGTON
GLOUCESTER COUNTY
CAMDEN COUNTY
DEL.
NEW CASTLE COUNTY
SALEM COUNTY
NEW JERSEY
ATLANTIC COUNTY
ATLANTIC CITY
CUMBERLAND COUNTY
OCEAN CITY
CAPE MAY COUNTY
CAPE MAY

Sources: Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study available on request.)

WHY FLY KITES?

As visionary as Ben Franklin are today's electronics engineers, sending up their thought-kites in intellectual thunderstorms. But only to a few is it given that they illumine the world with the lightning of their discoveries.

Yet the kite-flying must continue, and with each outstanding achievement in electronics, the Institute of Radio Engineers is quick to recognize its author. In 1961 the *Founders Award*—reserved for rare occasions — has been bestowed on Ralph Bown for "outstanding contributions to the radio-engineering profession" and for having greatly increased the impact of electronics on public welfare.

In honoring Mr. Bown the IRE honors, too, its entire membership, that so often gives proof of its calibre and dedication. IRE's members are carrying on vital research throughout the world; each month their findings are published in *Proceedings*, so that they become a part of our national pool of knowledge. When you advertise in *Proceedings* your firm can proudly share in this worthy enterprise.

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36. MUrray Hill 2-6606

KOIN-TV offers eye-opening viewing pleasure to people in Portland, and 33 surrounding Oregon and Washington counties. Our daily menu of perked-up programming is precisely tailored to the desires of a community we know . . . a prosperous area where we'd like to start sales brewing for you. Check your latest Nielsen for specifics.*

KOIN TV PERSUADES PEOPLE IN PORTLAND!

* Highest ratings and widest coverage . . . 7 of every 10 homes in Portland and 33 surrounding counties.

KOIN-TV — Channel 6, Portland, Oregon.
One of America's great influence stations.

NEWS NOTE
Effective May 16, KOIN-TV's own new persuaders will be Harrington, Righter & Parsons, Inc. You'll enjoy their fascinating facts about KOIN-TV and Portland market.

Getting Personal

New in the literary market place—"The Pacifiers," by **Mack Hanan,** published by Little, Brown & Co. In it Mr. Hanan, a New York advertising and marketing consultant, names some soothing symbols advertising uses to lull people into receptivity: Sex, success, security, sociability, and sophistication . . .

Fund Raisers: **Carlton Zucker,** vp of Leo Burnett, is the only adman serving on an 87-man volunteer board of the Chicago Youth Centers . . . In Philadelphia **Herbert Boas Jr.,** vp of marketing for Budd Co., is chairman of fund raising among the publishing, oil and chemical fields for the 1962 United Fund Torch Drive. Serving as vice-chairman of that division is **Robert L. Taylor,** president and general manager of the *Philadelphia Bulletin* . . .

Perry Brand, vp of Clinton E. Frank, Chicago, has been elected to a one-year term as president of the Illinois Area council of the YMCA . . .

Ahern Genevieve O'Rourke Bradshaw John O'Rourke

ON THE HOOF—*Not-soon-to-be-forgotten is the 14th anniversary celebrated recently by John O'Rourke Advertising, San Francisco. To honor the event, Genevieve and John O'Rourke bought a fatted Black Angus at the Junior Grand Exposition to provide future prime steak dinners for agency personnel. Here the O'Rourke's, Bill Ahern, vp, and 4-H champion owner Judy Bradshaw, inspect their acquisition named "Pete."*

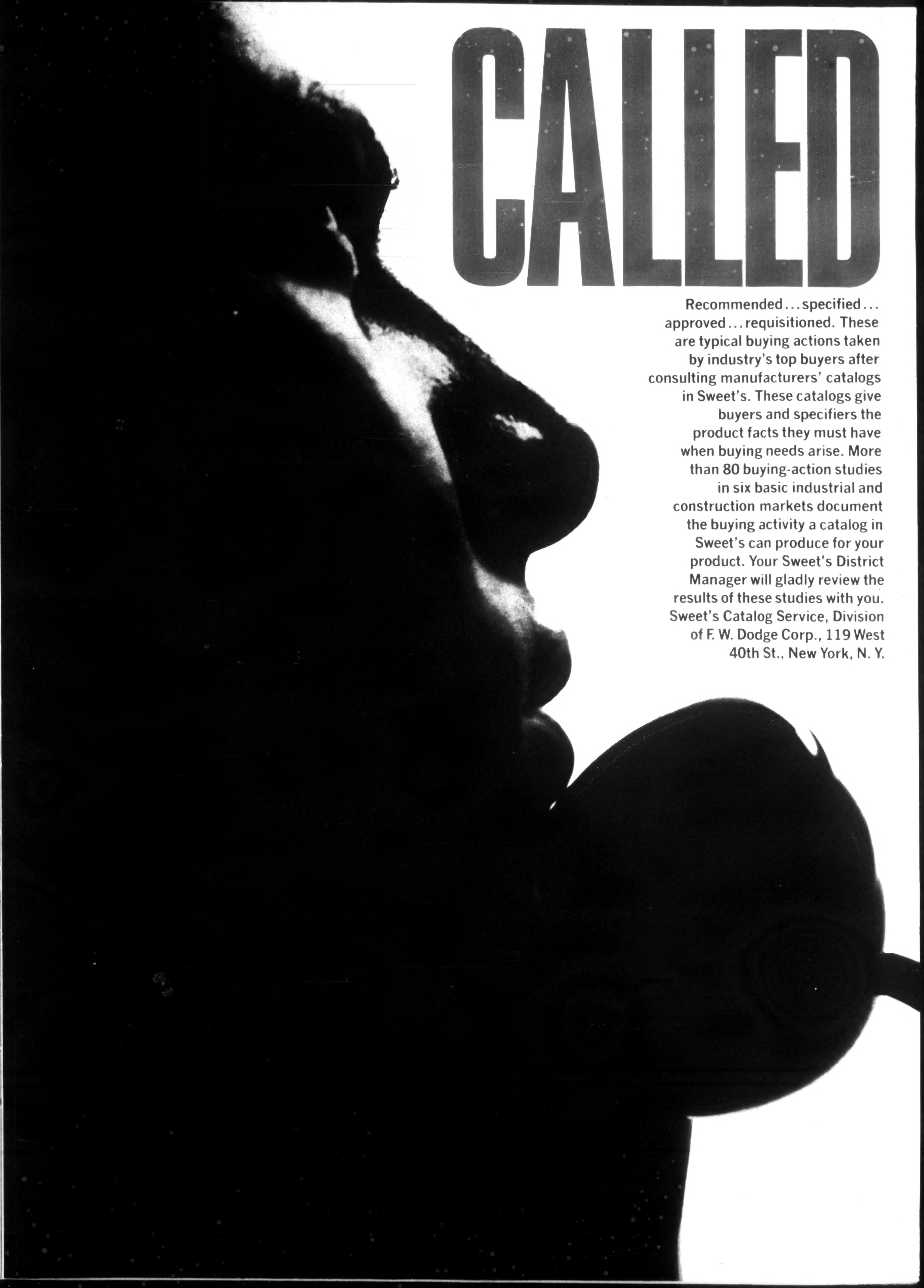
The annual convention of the International Advertising Assn. was a time for the resumption of many friendships between admen here and abroad . . . One of the most popular visitors was the Caracas agency man **Joe Novas,** who told friends that his wife is now expecting their fifth child. Joe has four boys and this one (like the previous ones) has been hopefully named "Nancy" . . . In from London, although he is a familiar figure in New York, was **Leslie Cort** of Colman, Prentis & Varley, who had an important personal reason for coming—his daughter, Margaret, who lives in New York, had just made him a grandfather for the first time . . . Hottest talk at the IAA meeting was made by another London agency man, **David Dutton** of London Press Exchange. And Mrs. Dutton came to the meeting to lend moral support to his attack on U.S. agencies' international service (rather, lack of) . . . Another popular visitor was the Curacao whirlwind, **Rudy Dovale,** and his beautiful, perpetually sun-tanned wife, **Helen,** who also works in the Dovale agency . . . A new face at the IAA meeting was **Jim Douglass,** who has just resigned from his exec vp post at Ted Bates to become an international consultant. Jim reported that he and his wife are leaving by ship in May for a five-month visit to Europe, where he will lay the groundwork for his new company before returning to New York . . . On hand to make one of the principal talks was **Bill McKeachie,** veteran of 30 years with McCann-Erickson. Bill has been in retirement at his Bucks County farm but friends wonder for how long . . . While lunching at the University Club Bill ran into another retired McCann veteran—**Harrison King McCann,** 80-year-old founder of the agency . . .

New grooms: **George Stanton Heath** of Benton & Bowles, New York, married Dorothy Gollow April 15 . . . **R. King Patterson** of Lang, Fisher & Stashower, Cleveland, wed Helen Seitz April 15 . . . It will be a May wedding for **Steve Loewenberg,** copywriter of Kal, Ehrlich & Merrick, Washington, D.C., and formerly of McCann-Erickson, and Sue Harris, a buyer for May Department Stores . . .

Howard D. Williams, chairman of the finance committee at Erwin Wasey, Ruthrauff & Ryan, New York, and wife are off on a two-month business-and-pleasure tour of the Far East. Traveling with them are Elbridge Stuart, chairman of Carnation Milk Co., and Mrs. Stuart . . . Mr. and Mrs. **Walter Weir** (he's chairman of the exec committee at Donahue & Coe, New York), celebrated their 30th wedding anniversary April 10 with a ten-day trip to St. Thomas, Virgin Islands . . .

Bill D'Alexander, Chicago representative with *Steel,* and Mary Jo Camella were married in Cleveland April 15 . . .

Retiring May 1 is **R. F. Bradley,** member of the marketing department of Standard Oil of California . . .



CALLED

Recommended . . . specified . . . approved . . . requisitioned. These are typical buying actions taken by industry's top buyers after consulting manufacturers' catalogs in Sweet's. These catalogs give buyers and specifiers the product facts they must have when buying needs arise. More than 80 buying-action studies in six basic industrial and construction markets document the buying activity a catalog in Sweet's can produce for your product. Your Sweet's District Manager will gladly review the results of these studies with you. Sweet's Catalog Service, Division of F. W. Dodge Corp., 119 West 40th St., New York, N. Y.

EXPERIENCED, VERSATILE, INFORMED, SUCCESSFUL...

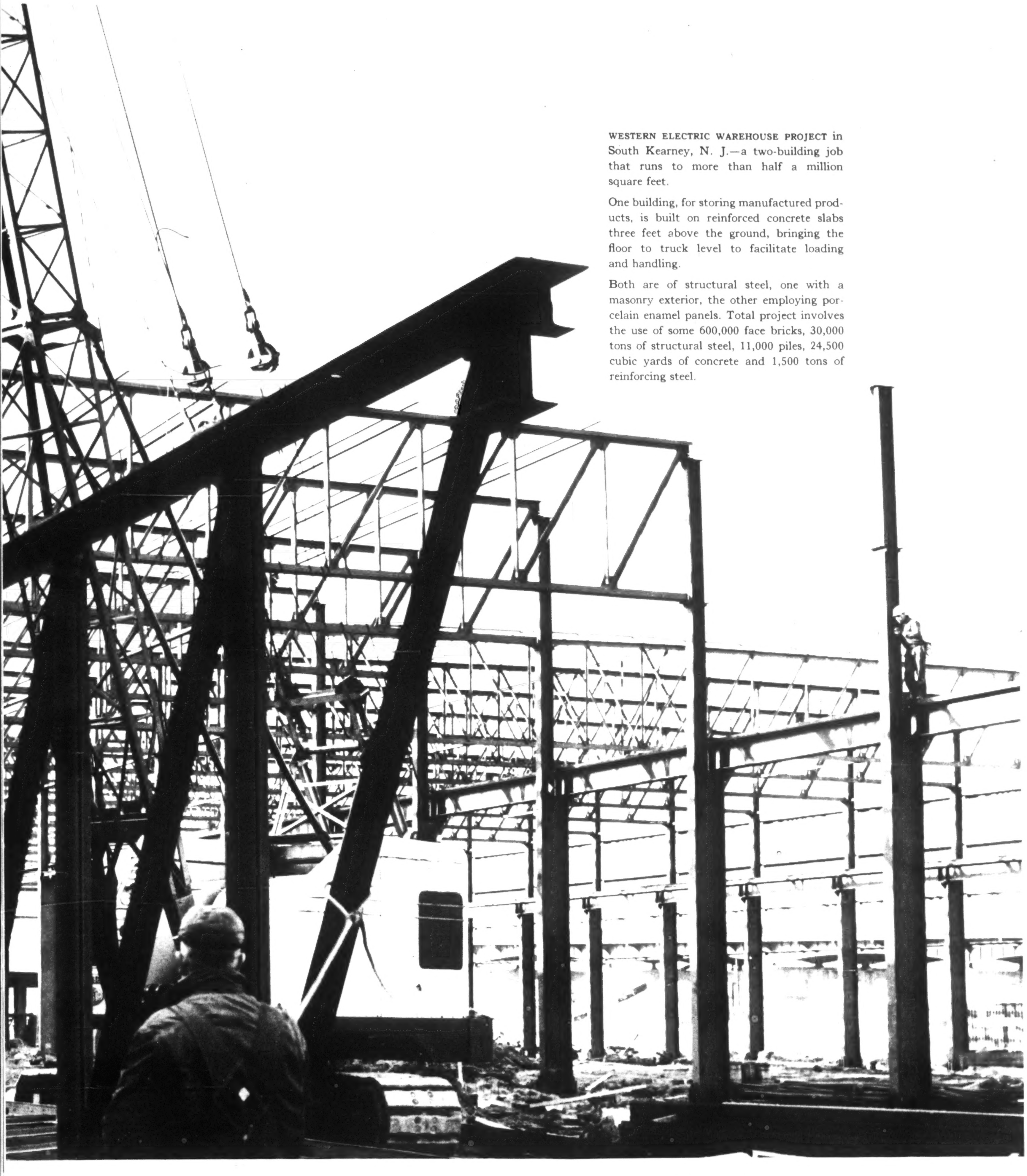
That's Jos. L. Muscarelle, *president of the multi-million-dollar New Jersey integrated construction firm that bears his name.*

* * *

Thirty-five years and several hundreds of millions of dollars worth of construction have given Joe Muscarelle a backlog of experience that includes almost every known type of building project — and carried his firm into the ranks of the nation's 100 largest building contractors.

Joe started out to be a doctor, turned carpenter when his older brother, the family bread-winner, was killed in an accident. He soon found out he was interested in the business of building and within ten years had not only built a good number of buildings but a reputation as a pioneer in concrete construction.

Today, his company works for many of the country's top industrial firms and is active in Canada, as well as the U.S., through a wholly-owned subsidiary, Ross-Meagher, Ltd. Both organizations do a substantial volume of "repeat" business from old clients—a tribute to the quality of their work that gives Joe even more pleasure than landing a new contract from a new client.



WESTERN ELECTRIC WAREHOUSE PROJECT in South Kearney, N. J.—a two-building job that runs to more than half a million square feet.

One building, for storing manufactured products, is built on reinforced concrete slabs three feet above the ground, bringing the floor to truck level to facilitate loading and handling.

Both are of structural steel, one with a masonry exterior, the other employing porcelain enamel panels. Total project involves the use of some 600,000 face bricks, 30,000 tons of structural steel, 11,000 piles, 24,500 cubic yards of concrete and 1,500 tons of reinforcing steel.

Men like Joe Muscarelle—the contractors, engineers, designers and owners who are transforming the face of America with big projects based on big ideas—have to keep abreast of new developments in all phases of construction: engineering, design, financing, erecting. These are the men who turn each week—as part of their jobs—to Engineering News-Record for the latest news and information on the machinery, materials, money and manpower they need in their work. These are the men you must sell. And you reach them when you advertise in Engineering News-Record.

Read weekly by all the men who wear construction's hard hat:

Engineers · Architects
Contractors · Owners

ENGINEERING
NEWS-RECORD

McGRAW-HILL
PUBLICATION
330 WEST 42ND STREET,
N. Y. 36, N. Y.

Anytime's the Time
for Good Typography

Here Type Can SERVE You

J. M. BUNDSCHO, INC., Advertising Typographers
180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Chirurg & Cairns Names Three; Adds Bigelow Unit

Chirurg & Cairns, New York, has named Alan Holt, formerly advertising director of Binney & Smith, an account executive and Norma Strassman, previously with Doherty, Clifford, Steers & Shenfield, a radio-tv time buyer. George (Ed) Dodge, formerly with Culver-Snow, has joined the agency's Boston copy staff.

The Hartford Fibres division of Bigelow-Sanford Carpet Co., New York, has named Chirurg & Cairns to handle advertising for its new Zantrel fibre.

International Paper, New York Life Tie for 'Saturday Review' Public Interest Award

NEW YORK, April 25—Ads by International Paper Co. and New York Life Insurance Co. have tied for first place as the most distinguished advertising for the public interest, in balloting by the *Saturday Review's* ninth annual advertising awards committee.

The International Paper series, by Ogilvy, Benson & Mather, stressed the "importance of reading and of printed media to the intellectual health of our nation." The New York Life series, by Compton Advertising, discussed various careers to "help guide young people to a better future."

Ranking behind the top two, in this order, were ads of the following: Metropolitan Life Insurance Co. (Young & Rubicam); Standard Oil Co. (New Jersey) (Ogilvy, Benson & Mather); Parke, Davis & Co. (Young & Rubicam); John Hancock Mutual Life Insurance Co. (McCann-Erickson); and Weyerhaeuser Co. (Cole & Weber).

■ Other winners were American Telephone & Telegraph Co. (N. W. Ayer & Son); Assn. of American Railroads (Benton & Bowles); British Travel Assn. (Ogilvy, Benson & Mather); Leo Burnett Co. (Leo Burnett Co.); Caterpillar Tractor Co. (N. W. Ayer & Son); Commonwealth of Puerto Rico (Ogilvy, Benson & Mather); Container Corp. of America (N. W. Ayer & Son); International Business Machines Corp. (Benton & Bowles).

Also Johns-Manville Corp. (Cunningham & Walsh); Magazine Industry Campaign (McCann-Erickson); Mead Johnson & Co. (Kenyon & Eckhardt); North American Aviation (Batten, Barton, Durstine & Osborn); Pratt & Whitney Aircraft Corp. (Campbell-Ewald Co.); Shell Oil Co.'s traffic quiz (Kenyon & Eckhardt); U.S. Steel Corp. (Batten, Barton, Durstine & Osborn), and Young & Rubicam (Young & Rubicam).

A special citation lauded five sponsors for not only supporting quality tv and radio programming, but also "practicing the principle of editorial freedom and client non-interference." The five winners: Bell & Howell Co., Purex Corp., Standard Oil Co. (New Jersey), Gulf Oil Co., and Nationwide Insurance Co.

■ Tv and radio citations went to the following programs: "Huntley-Brinkley Report" (NBC-TV), sponsored by Texaco; "Leonard Bernstein & the New York Philharmonic" (CBS-TV), sponsored by Ford Motor Co.; "CBS Reports" (CBS-TV), sponsored by Philip Morris Inc.; "The Play of the Week" (WNTA-TV), sponsored by Standard Oil Co. (New Jersey); the Kennedy-Nixon debates (ABC-TV, CBS-TV, NBC-TV); "NBC White Paper," sponsored by U.S. Time Corp.; Metropolitan Opera (radio), sponsored by Texaco; "New York Philharmonic Young People's Concerts with Leonard Bernstein" (CBS-TV), sponsored by Shell Oil Co.; "Winston Churchill: The Valiant Years" (ABC-TV), sponsored by Bell & Howell Co. and Mead Johnson Co.; and NBC Opera Co. #

West Adds Two Accounts

Pulse Engineering Inc., Santa Clara, Cal., manufacturer of pulse transformers and related electronic components, has appointed West Associates, Los Angeles, to handle its advertising. At the same time West has been named volunteer advertising and public relations counsel to Homemakers of the Los Angeles Region Inc., a non-profit organization which provides domestic help and child care in cases of family emergencies throughout southern California.

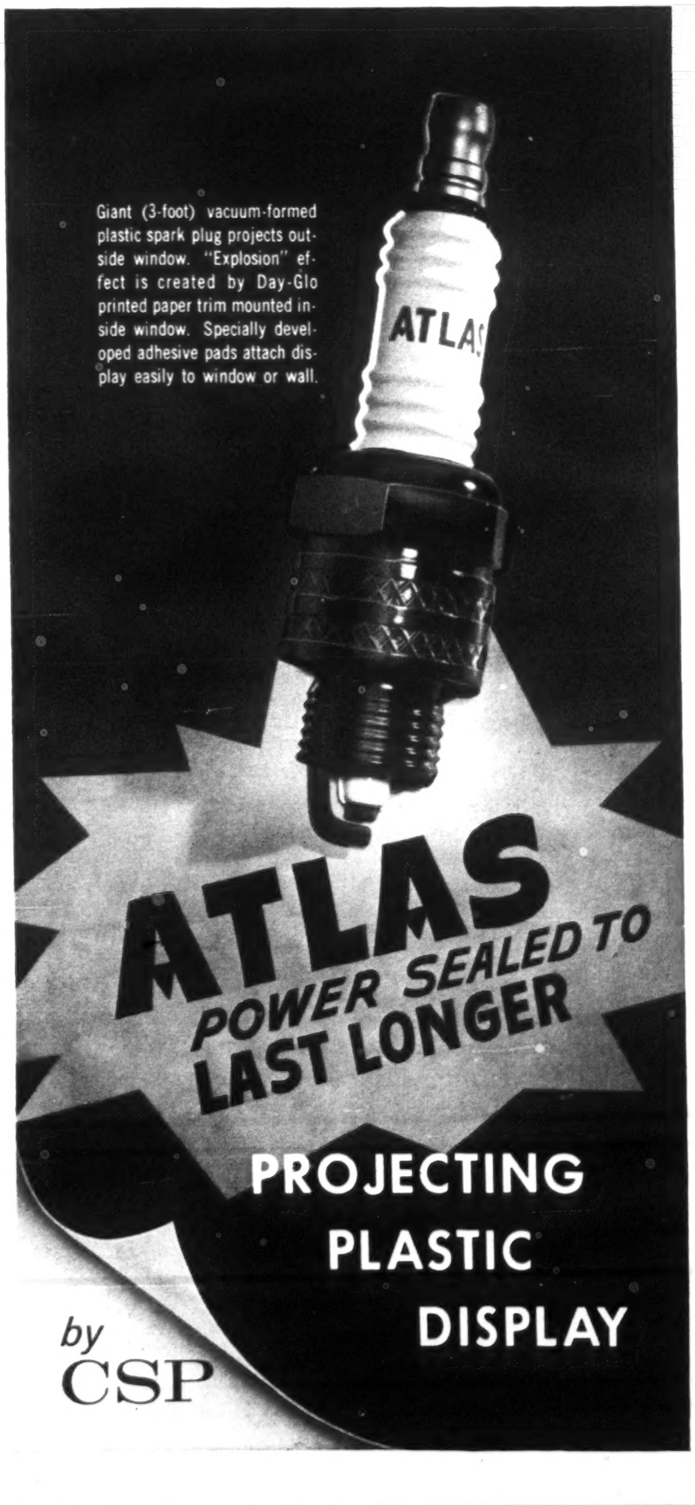
Wren Named KGO Ad Head

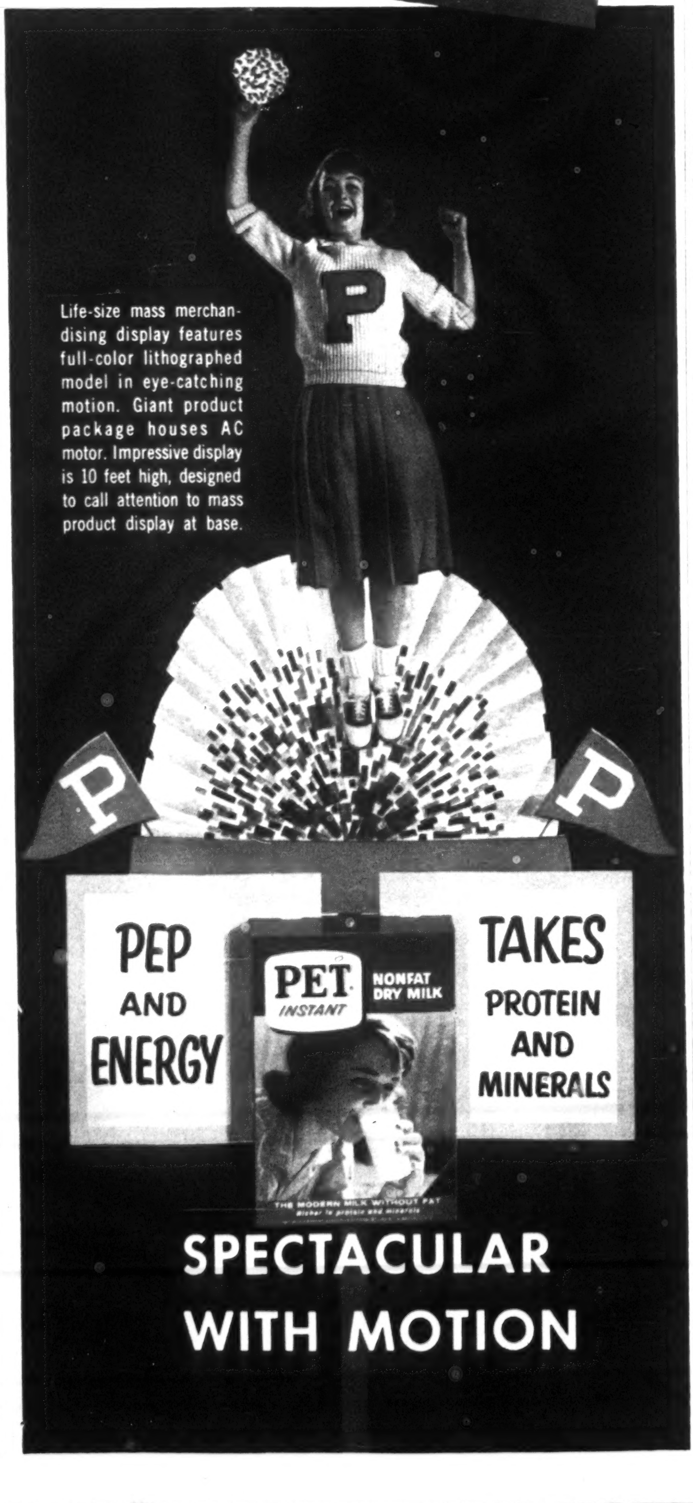
Ronald R. Wren has been appointed manager of advertising and promotion of KGO, San Francisco, a new post. Functions were formerly combined with KGO-TV. Mr. Wren was formerly publicist of KGO-TV and KGO. George Rodman will continue as head of advertising and promotion for KGO-TV.

Ideas that sell at the point of sale

Your *pay-off* advertising at the point of sale can be made more effective through CSP's complete service. We do the whole job . . . create, design, produce . . . a single display or a year-round program. We produce displays of every kind, plastic, cardboard, metal, cloth or you name it, including complete dealer kits. Whatever your product or market, we can do the *whole* job—from idea to distribution—better! For new brochure packed with ideas that sell, write us. 2635 North Kildare, Chicago 39, Ill.

CHICAGO SHOW
PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
and other principal cities


Giant (3-foot) vacuum-formed plastic spark plug projects outside window. "Explosion" effect is created by Day-Glo printed paper trim mounted inside window. Specially developed adhesive pads attach display easily to window or wall.


Life-size mass merchandising display features full-color lithographed model in eye-catching motion. Giant product package houses AC motor. Impressive display is 10 feet high, designed to call attention to mass product display at base.

Thousands have been killed, millions made homeless, in the Algerian war.
Against this backdrop of violence and dissent, Look finds meaning in *people:*
a refugee child with too little to eat and nothing at all to smile about...
the stubborn French mayor of a town in Algeria...
a cautious Algerian rebel now living in France...
a man who *may* have a solution—Charles de Gaulle.
Through a knowledge of people like these comes a better understanding of
great issues and events...in the current Look, *the exciting story of people.*

LOOK

CONVERSATION PIECES FOR PRODUCTION PEOPLE

number 9

Color Process Engravings for fractional pages or digest size magazines have low unit values on the Standard Scale which guides the engraver in pricing his product.

In many instances the principal saving on small reproductions is in copper area. Comparatively speaking, this is unappreciable. (Exceptions occur when continuous tone positives from larger sized ads may be used.)

For this reason invoices for small color engravings will often carry "extras" that might appear excessive, but are necessary to bring the total to a fair selling price.

HM
HUTCHINGS & MELVILLE, Inc.
custom photoengraving
4043 N. Ravenswood Avenue, Chicago 13

Expert pre-correction in correlation with powderless etching of copper originals

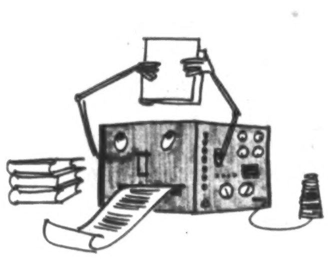
'Elkhart Truth' Offers New Discount Structure

The *Truth*, Elkhart, Ind., has announced a three-way discount plan for national advertising, retroactive to Jan. 1, 1961. The *Truth* now offers its advertisers the option of the standard C-I-D schedule, an annual bulk discount rate or full page discounts. The discount scale runs from 3% to 18%.

Allen H. Swartzell, advertising director, said because C-I-D does not fit the marketing-advertising plans of many advertisers, the three-way plan was adopted. At the same time, the newspaper announced a 1¢ a line rate increase for national advertising, effective July 1.

Lazy R-L Names Dacey

Dacey & Wright, Boulder, Colo., has been appointed to handle advertising for Western Provincial Christmas cards by Lazy R-L Greeting Card Co.



SCIENCE—*Foote, Cone & Belding, as a community service, has produced a series of cartoon slides and radio spots to help promote the 11th annual Chicago Public Schools' Student Science Fair.*

Neal Editorial Awards Go to 21 Industrial Books

NEW YORK, April 25—Editors of 21 publications belonging to Associated Business Publications—including *Industrial Marketing*—yesterday received Jesse Neal editorial achievement awards.

First awards in the seventh annual competition went to *Crockery & Glass Journal, Petroleo Interamericano, Printing Magazine, Industrial Distribution, Domestic Engineering* and *House & Home.*

Merit awards were presented to *Industrial Marketing, Linens & Domestics, Corset & Underwear Review, Wastes Engineering, Electrical Wholesaling, Industrial Design, Mining World, National Cleaner & Dyer, Purchasing Week, Materials in Design Engineering, National Petroleum News, Nucleonics, Chemical Engineering, Printers' Ink,* and *Product Engineering.*

■ *Crockery & Glass Journal* was cited for a series of four articles on sales training; Jack McDermott is editor of the publication. A first award to *Petroleo Interamericano* was made for a special issue on "Argentine Petroleum Situation"; O. B. Irizarry is editor and publisher. *Printing Magazine* won with a series on "Make 25x40-1,000 the Common Standard for Basic Weight of All Papers"; Ernest F. Trotter is editor. *Industrial Distribution* won with a 19-page article on "Decisions, Decisions, Decisions"; D. A. C. McGill is associate editor.

Domestic Engineering was honored for a 44-page special report on "What's the Real Truth Behind the Embattled Reichle Plan?"; James E. Purnell is managing editor.

House & Home got a first award for a special issue on "How to Get Better Land for Less and How to Use the Land Better"; Perry I. Prentice is editor and publisher.

The merit award presented to *Industrial Marketing* was for a single article, "An Intimate Look at Today's Industrial Sales Manager," by H. Jay Bullen, editorial research director. #

Greco Joins Bauer & Tripp

Sal Greco has joined Bauer & Tripp, Philadelphia, as an account executive. Mr. Greco was formerly manager of key accounts and gas utilities of the Whirlpool division of Rosen Co., RCA distributor in the Delaware Valley area.

Canner Names Minns Agency

San Antonio Canning Co. has named Richard L. Minns Advertising, Houston, to handle its advertising and pr.

TRUST

The Bulletin *is* Philadelphia—familiar as the Liberty Bell or the New Year's Day Mummers' Parade.

Whether it's reviewing the world-famous Philadelphia Orchestra's performance of a Chopin concerto, or reporting on the dramatic redevelopment of historic Society Hill, Philadelphians *trust* The Evening and Sunday Bulletin for accurate news of their neighbors, accurate news of the world.

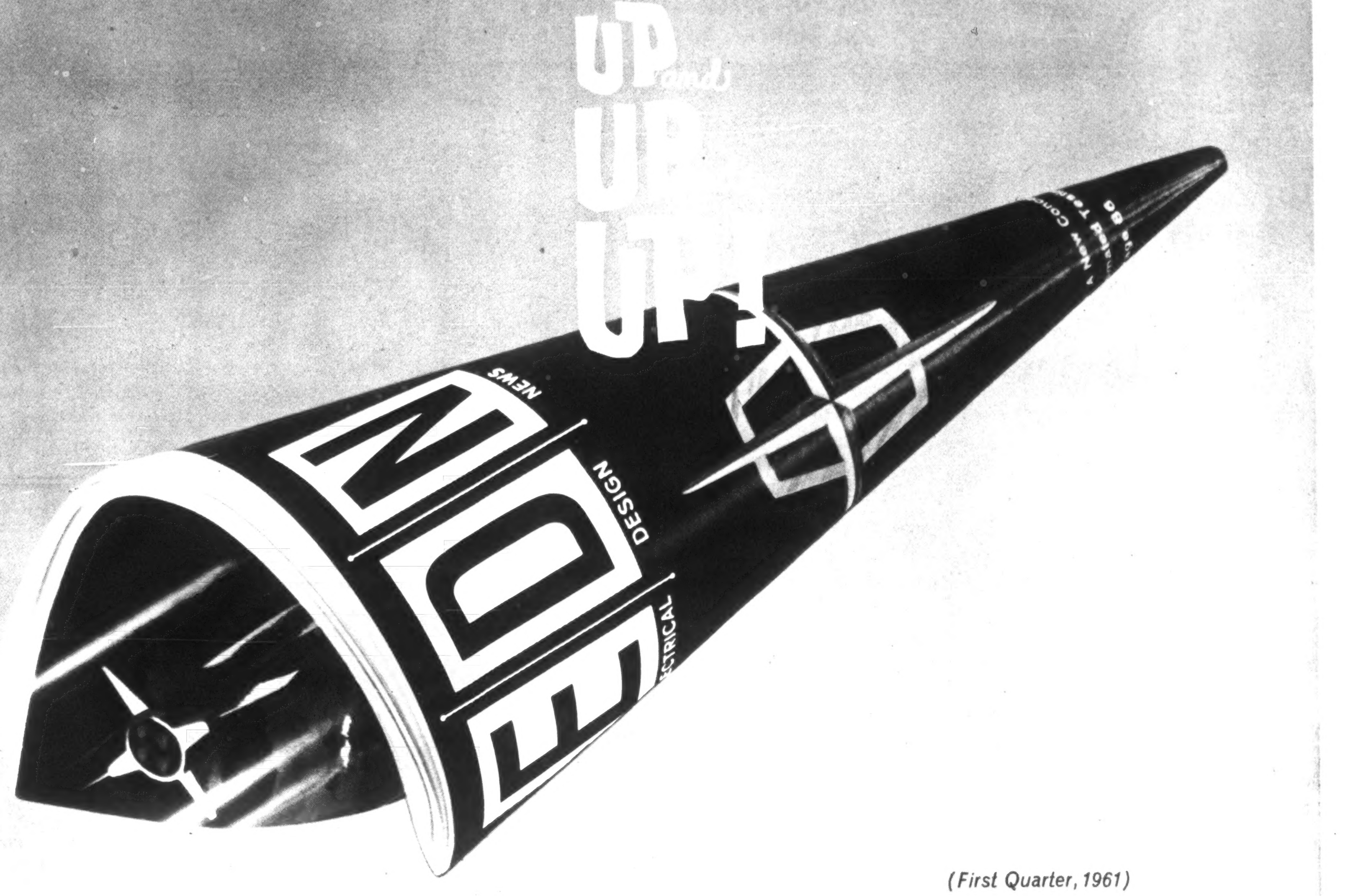
From Independence Hall to the Main Line, from Bucks County to Atlantic City—in the Greater Philadelphia market—*trust* has helped make The Bulletin Philadelphia's leading newspaper. When you buy The Bulletin you buy more than top-rated circulation and readership . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC.

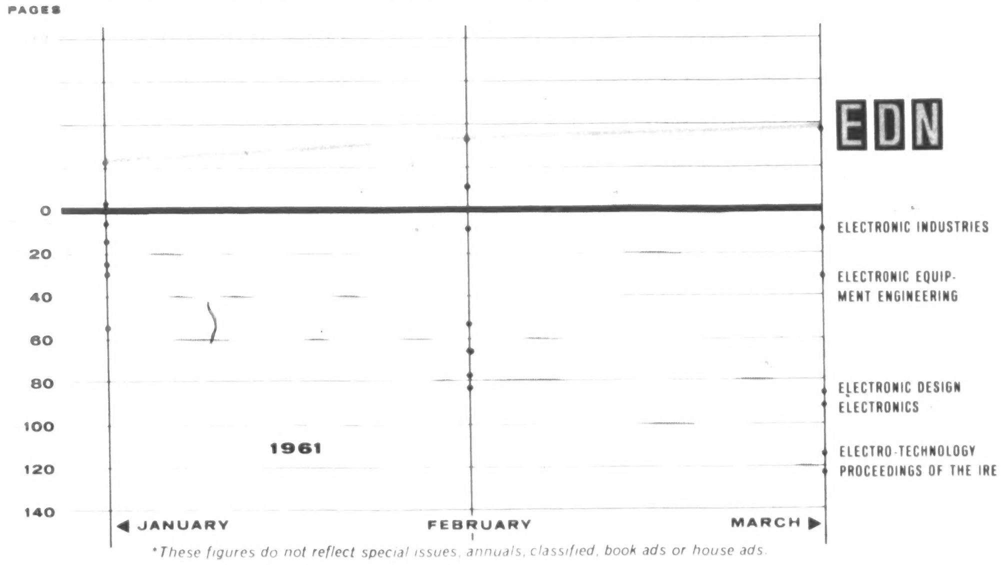
Advertising Offices: New York, Chicago, Detroit, Los Angeles, San Francisco. Florida Resort Office: The Leonard Company, Miami Beach.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN

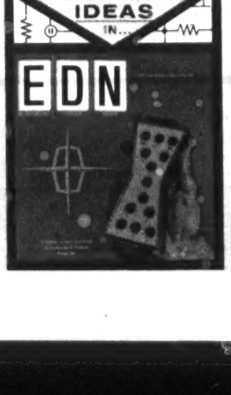

UP and
UP
UP
EDN
NEWS
DESIGN
ELECTRICAL

(First Quarter, 1961)

Advertising Page Change from 1960 *(cumulative)**



**These figures do not reflect special issues, annuals, classified, book ads or house ads.*


TOMORROW'S
ELECTRONIC
OEM MARKETS
START WITH
ADAPTABLE
DESIGN
IDEAS
IN...
EDN

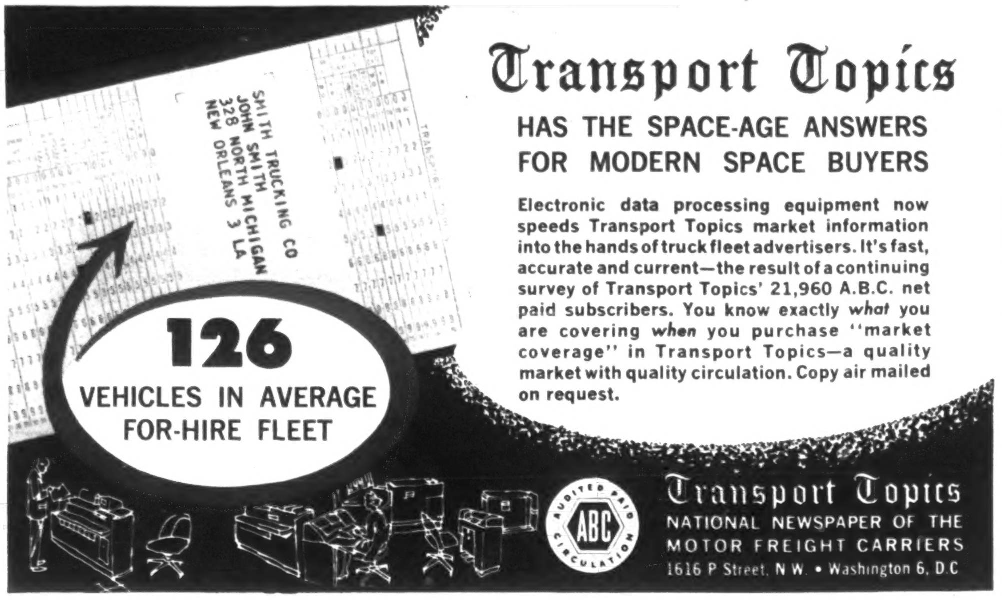
Already achieving a soaring share-of-market rise in 1961, EDN is the only book in the field to gain in pages of advertising over the same quarter last year!

WHY? Because EDN performs an *exclusive* service for its readers . . . concentrating on *adaptable design ideas* . . . ideas that stimulate design activity among more than 40,000 specifying electronic design engineers. Reader response to editorial alone is 60% above a year ago.

EDN is on its way up—*all the way!*

a Cahners Publication

ROGERS PUBLISHING COMPANY, INC., Englewood, Colorado
A Subsidiary of Cahners Publishing Company, Inc.

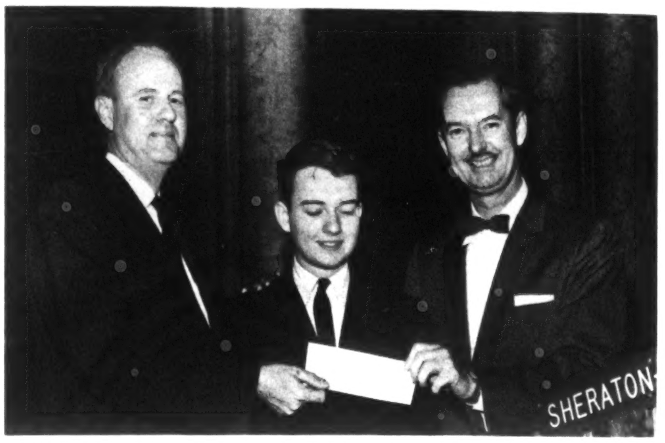


Transport Topics

HAS THE SPACE-AGE ANSWERS FOR MODERN SPACE BUYERS

Electronic data processing equipment now speeds Transport Topics market information into the hands of truck fleet advertisers. It's fast, accurate and current—the result of a continuing survey of Transport Topics' 21,960 A.B.C. net paid subscribers. You know exactly *what* you are covering *when* you purchase "market coverage" in Transport Topics—a quality market with quality circulation. Copy air mailed on request.

Transport Topics
NATIONAL NEWSPAPER OF THE MOTOR FREIGHT CARRIERS
1616 P Street, N.W. • Washington 6, D.C.



Hunter Cartee Bagge

SCHOLARSHIP—*Arthur W. Bagge, president, Broadcast Advertising Club of Chicago, presents a $1,500 scholarship to Charles F. Hunter, chairman of the department of radio, tv and film of the Northwestern University school of speech. David Cartee, a Northwestern senior, is one of five students to share in the scholarship.*

SURE

The Free Press SELLS LAMB

When it comes to lamb, OR ANY FOOD PRODUCT, the Free Press does a superlative selling job! WOMEN LOVE THE FREE PRESS . . . AND it is WOMEN WHO BUY.

Free Press women's pages were judged "best-of-all" in the Midwest by a 1960 University of Missouri School of Journalism study sponsored by J. C. Penney Co.

Women really respond to this kind of editorial excellence. For example: 769 women wrote for a simple lamb recipe mentioned in Tower Kitchen Food Guide. This is a regular Friday food section, devoted to food buying tips, tasty recipes, menus for the week, and food advertisements.

The Free Press is so rewarding to read! FREE PRESS READERS EAT HEARTY AND BUY BIG. The average weekly expenditure for groceries in the Detroit area is $27.46.

48% of Detroit Free Press Families spend from $30 to more than $55 per week for groceries. The Free Press is so rewarding to use!

HERE'S WHY WOMEN LOVE THE FREE PRESS!

Curry--and the 'Boys'
Lamb Sloppy Joes Stretch the Budget
Tower Kitchen FOOD GUIDE
Detroit Free Press
Dinners in the Oven
LAMB...

Your Food ad in black and white or full color will do its best selling job on the pages of the FREE PRESS Tower Kitchen Food Guide.

The Detroit Free Press
MICHIGAN'S *ONLY* MORNING NEWSPAPER
NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

Richmond Steps Up Ad Ethics Efforts

RICHMOND, April 25—This city has embarked on a campaign for fair advertising and business practices.

Sparked by the Advertising Club of Richmond, the program has a three-point plan of action: Improvement of the local Better Business Bureau; creation of an advertising review board; and a code of ethics.

"Evidence shows that only a very small part of advertising and business practice is of questionable ethics," an adclub report stated, but "no matter how small the worm, you lose the taste for the apple."

The plan calls for an expanded, bigger-budget BBB, which presently has two fulltime employes and one parttime employe. A budget expansion from the present $21,000 to $50,000 annually is suggested, financed by a membership drive and higher dues.

■ The advertising review board is to be a self regulation body composed of a cross section of the ad business. Support of local media in voluntarily rejecting improper advertising will be sought. A ten-point advertising code of ethics has been suggested as a checklist. #

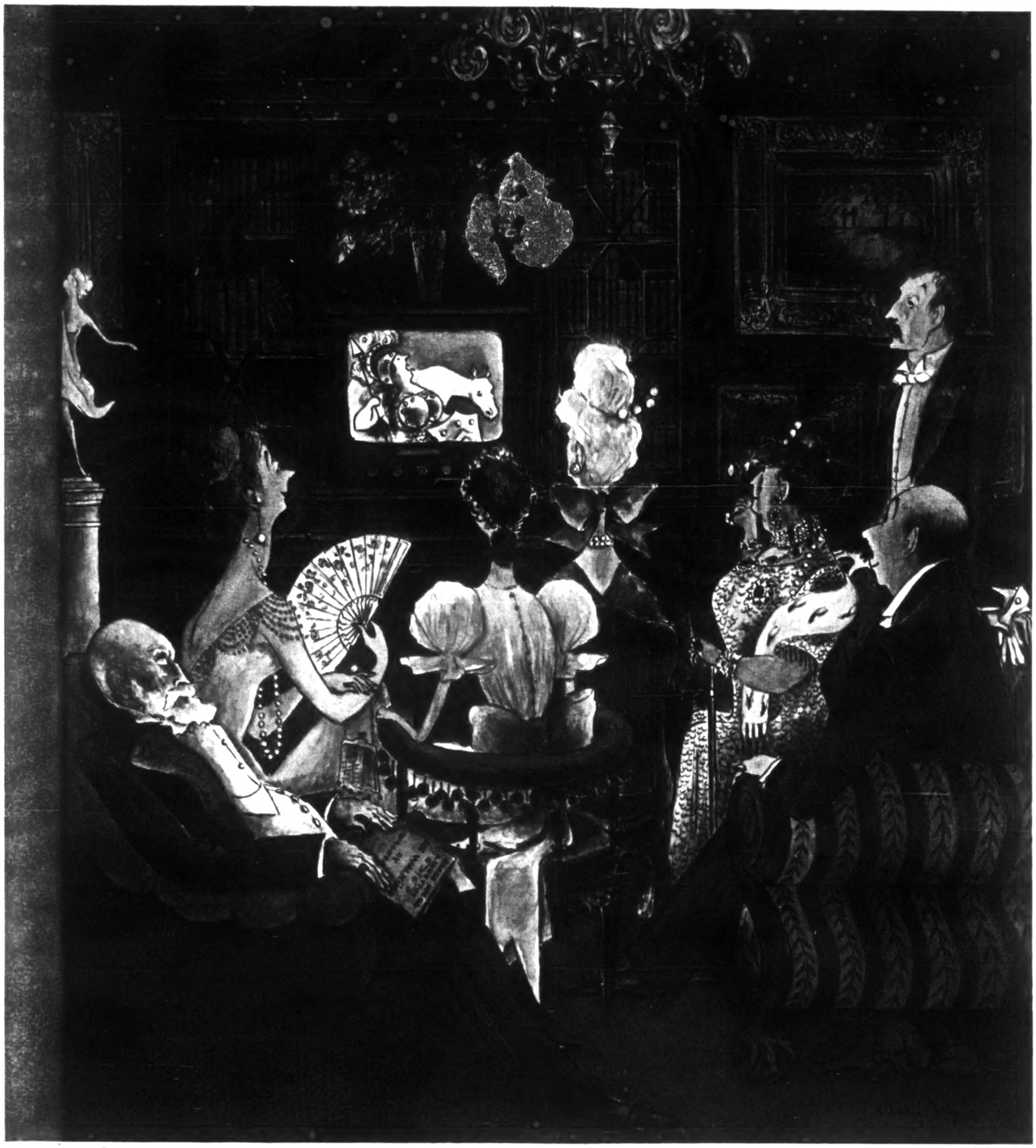
New York Court Rejects Bid to Dismiss Harwood Libel Suit

The court of appeals, Albany, New York's highest court, has rejected a motion made by National Broadcasting Co., the "Jack Paar Show" and comedian Louis Nye to dismiss a libel suit brought against them by Harwood Pharmacal Co., Newark, for damages suffered when its sleeping product, Snooze, was disparaged in a comedy skit. Harwood is seeking $250,000 in general damages, plus an unspecified amount in exemplary damages.

The complaint charges that on the Paar show, Dec. 26, 1957, the comedian said Snooze is "full of all kinds of habit-forming drugs" and "nothing short of a hospital cure will make you stop taking Snooze." The defendants claim the comedian was unaware that Snooze is an actual product.

Milwaukee Agencies Merge

Two Milwaukee agencies—Kuswa-Greene & Associates, and Fisher-Hoover Inc.—have merged to form Kuswa-Fisher-Hoover Inc., with headquarters at 5822 W. Fond du Lac Ave. Officers are Webster Kuswa, board chairman; Franklin Fisher, president; Ronald W. Hoover, exec vp; and Willard Brandau, secretary-treasurer. Combined billings of the new agency are expected to reach $1,000,000 the first year, Mr. Kuswa said.

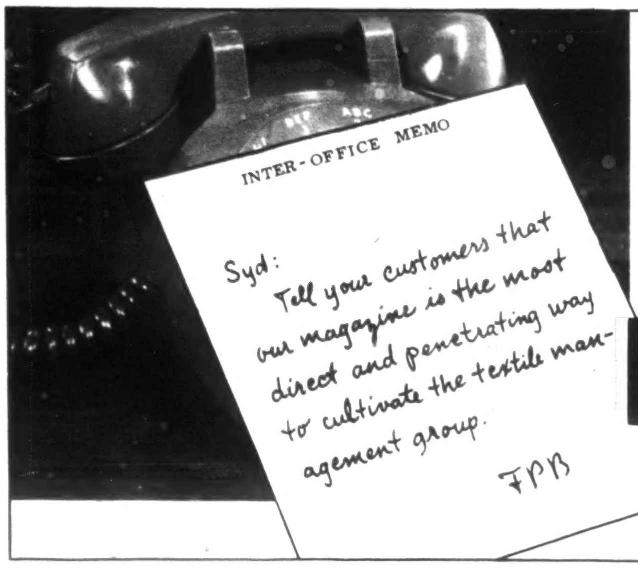


COPYRIGHT © 1950 THE NEW YORKER MAGAZINE, INC.

The New Yorker creates

"I first encountered serious criticism in The New Yorker. Robert Benchley and later Wolcott Gibbs on theater, John Mosher on movies, Clifton Fadiman on books, helped shape my own style as a critic. There's hardly a critic or reviewer in the country who has not been moulded to some degree by The New Yorker's critics. Its great influence has been to make criticism not only honest, which goes without saying, but humane and sensible which are rare and important virtues, too."

John Crosby, Columnist,
The New York Herald Tribune


INTER-OFFICE MEMO

Syd:
Tell your customers that our magazine is the most direct and penetrating way to cultivate the textile management group.
FPB

Every issue of the *Reporter* contains vital editorial material which provides textile executives with up-to-the-minute news of the industry.

We furnish advertisers with an alert, interested audience for their sales messages.

AMERICA'S TEXTILE **Reporter**

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C. — S. C. Nat. Bank Bldg.
CHICAGO 1, ILLINOIS, 360 N. Michigan Ave.

FOSTER and KLEISER
Sparkling Extra Dry Champale
Champale
THE MALT LIQUOR YOU SERVE LIKE CHAMPAGNE

IN A SLIPPER—*The western division of Champale, a malt liquor, undertakes the most extensive outdoor campaign in its history with 300 24-sheet posters like this throughout California, most of them around Los Angeles, San Francisco and San Diego. Ward, Frojen Advertising is the agency.*

Hunt Promotes Glickman

Robert Glickman has been appointed media manager of Hunt Foods & Industries—a new position. Mr. Glickman joined Hunt's advertising staff in 1955.

Haloid Xerox Insert in 'Fortune' Spread Is Actual Photocopy

NEW YORK, April 25—Haloid Xerox is using a see-it-for-yourself spread for its office copiers in the May issue of *Fortune*.

The company made 400,000 copies of a four-color message and had them inserted by hand and bound in *Fortune*.

The four-color illustration on the right-hand page contains the message and shows how it is being copied on the 914 Office Copier. The left-hand page is black and provides a backdrop for the insert strip with the duplicated message. Done on ordinary white paper, the insert is 4x9½". The company says it deliberately chose the colors green, blue, yellow and red as the most difficult to reproduce.

Salesmen across the country will have reprints of the ad the same day the magazine is issued.

The company will change its name to Xerox Corp., effective June 1, it was decided at the annual meeting last week. Earnings in the first quarter rose 58% from $446,342 to a record $708,000. Sales and rentals in the period rose 47% from $7,648,933 to a record $11,276,000.

■ Hutchins Advertising Co., Rochester, is the agency. The company, however, is still in search of a successor agency. Hutchins' tenure was interrupted for 24 hours recently when the company gave the business to Doyle Dane Bernbach, but took it away almost immediately because of an account conflict (AA, Feb. 6, March 6). #

Meredith Boosts Jones

W. F. Jones, for the past four years eastern sales manager of *Better Homes & Gardens, BH&G* annuals and *Successful Farming*, has been named eastern sales director for all Meredith Publishing Co. advertising. He succeeds Tom Dosen, who has joined *This Week Magazine*.

Field Corp. Names Colvin

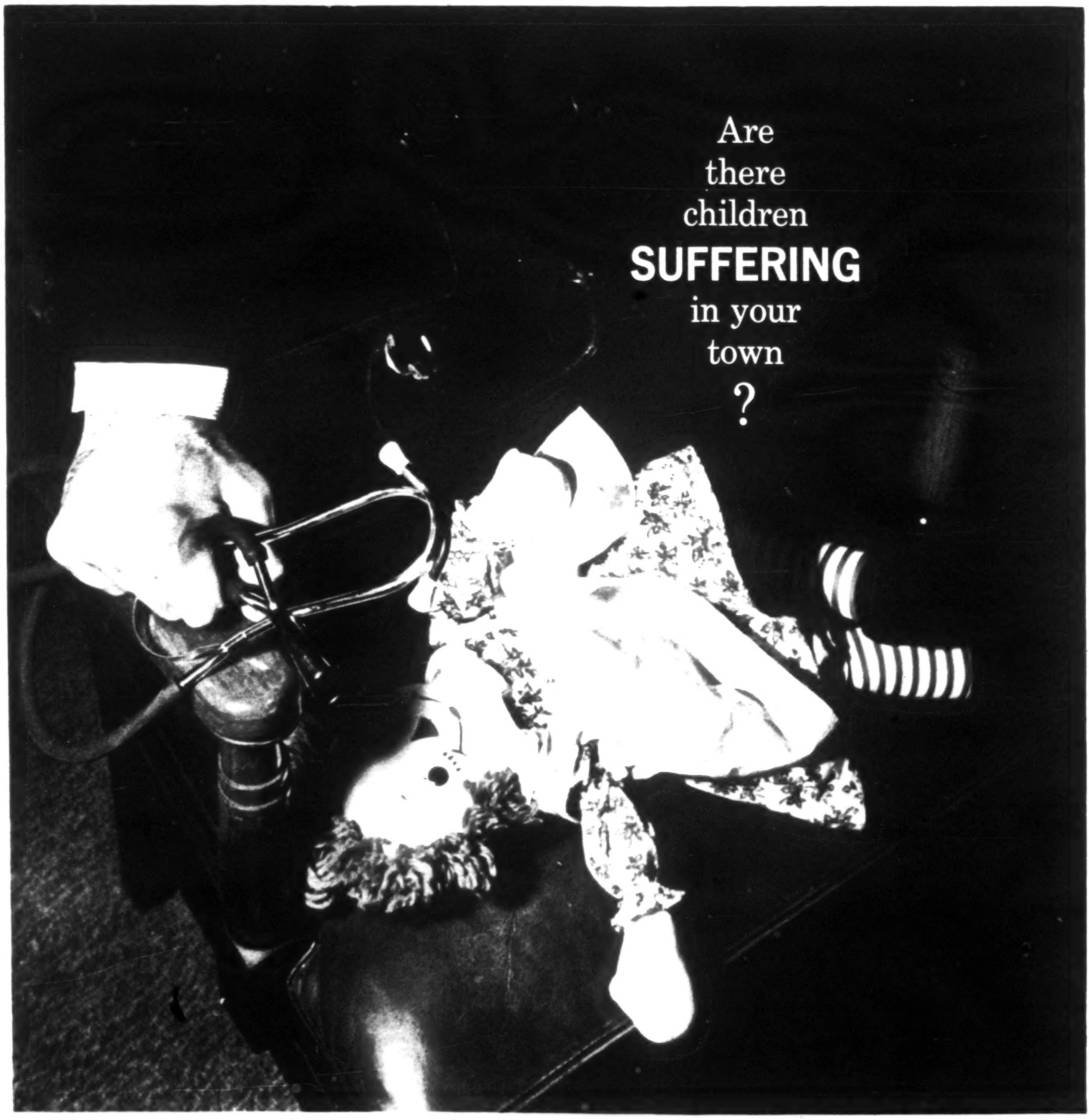
Field Enterprises Educational Corp., Chicago, has appointed James Colvin advertising manager. Mr. Colvin, formerly public relations director of Encyclopaedia Britannica, will supervise the advertising program for World Book Encyclopedia and Childcraft.

R.O.P. Linage Up 10.6%

Newspaper r.o.p. color linage in February increased 10.6%, up to 12,221,164 lines, according to an R. Hoe & Co. report. This put the year-to-date r.o.p. figure 8.7% ahead of the corresponding 1960 period, with linage climbing to 22,433,974 lines.

Ridgway-Hirsch Adds One

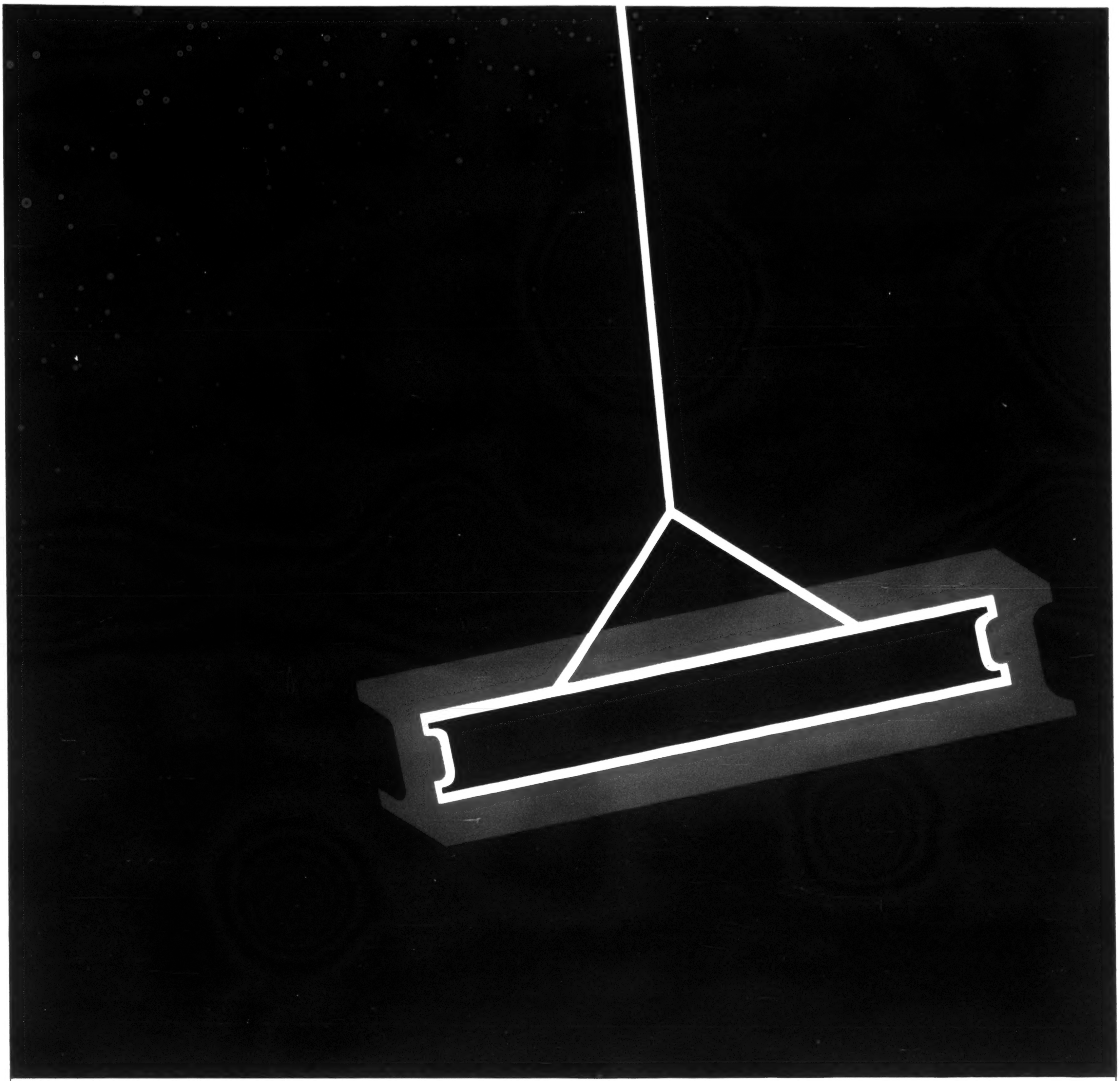
Tennessee Pharmaceutical Co., Memphis, has named Ridgway-Hirsch Advertising Co., Memphis, to handle advertising for the company and its subsidiary, Econ-O-Labs.


Are there children SUFFERING in your town ?

If you knew, wouldn't you do something about them? Five years ago the problems of the mentally retarded children of St. Louis and Missouri were critical. Officials were apathetic and the public uninformed. Today, St. Louis is a leading city in the effort to help the mentally retarded. Why the change? The Globe-Democrat, through its editorial and news pages, bared the facts . . . and the responsibilities. An informed public took action.

Every city needs a newspaper alert to the problems of its people. In St. Louis the Globe-Democrat is such a newspaper.

St. Louis Globe-Democrat



TIME is the shape of the construction market

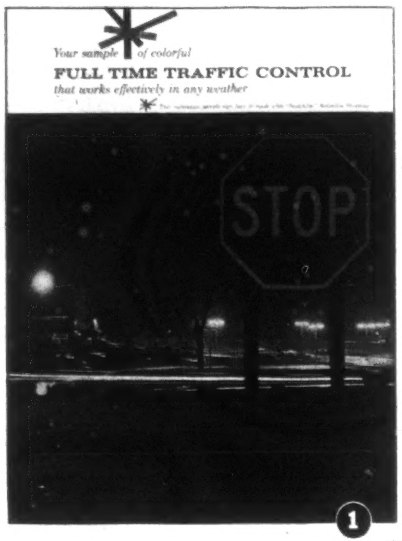
CONSTRUCTION EMPLOYEES
Circulation concentration in the top 100 counties

Magazine	Percent
TIME, The Weekly Newsmagazine	58.8%
Holiday	55.6%
Life	54.7%
Sports Illustrated	52.3%
U.S. News & World Report	51.3%
Newsweek	49.7%
Reader's Digest	49.5%
Look	45.6%
Better Homes & Gardens	44.8%
Saturday Evening Post	43.4%

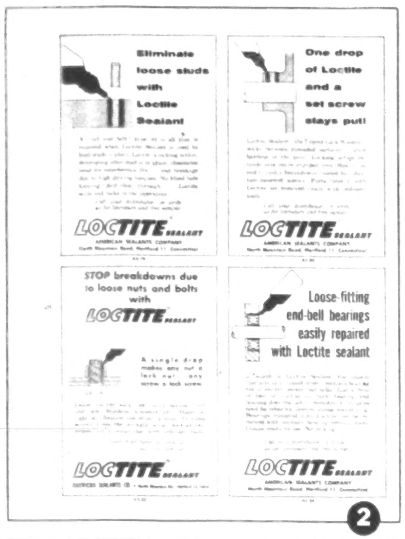
Sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports. TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

Fifty-nine percent of America's construction workers are employed in just 100 of the nation's 3,070 counties. In these boom areas, TIME concentrates more of its circulation than does any other magazine with over half a million circulation. TIME families are the builders' prime prospects: 70% own their own homes, 36% own other property as well. TIME takes you where the biggest sales are built.

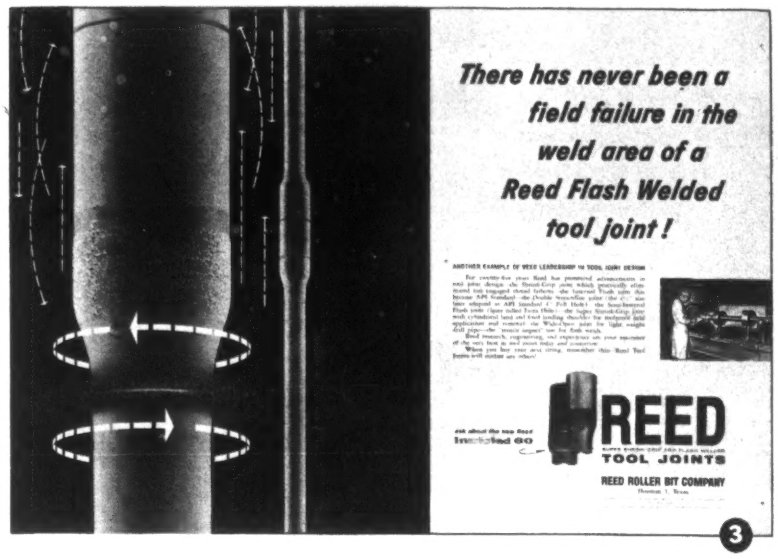
TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES


Your sample of colorful
FULL TIME TRAFFIC CONTROL
that works effectively in any weather
STOP

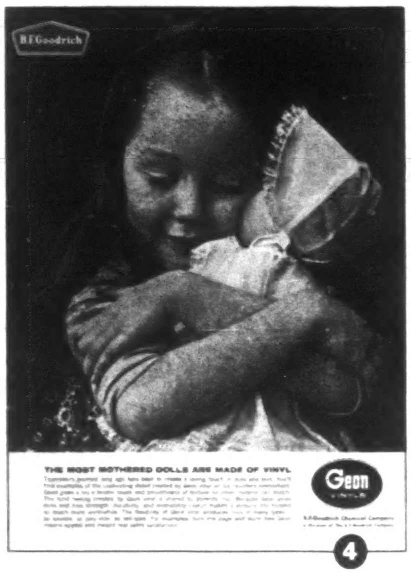
1


Eliminate loose studs with Loctite Sealant
LOCTITE SEALANT
One drop of Loctite and a set screw stays put!
LOCTITE SEALANT
STOP breakdowns due to loose nuts and bolts with LOCTITE SEALANT
A single drop makes any nut a lock nut ... any screw a lock screw
LOCTITE SEALANT
Loose-fitting end-bell bearings easily repaired with Loctite sealant
LOCTITE SEALANT
AMERICAN SEALANTS COMPANY

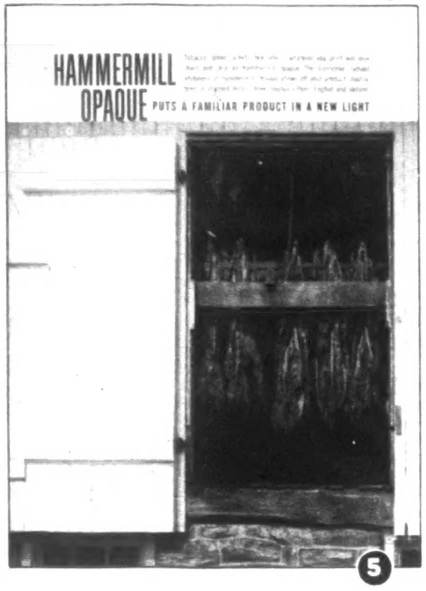
2


There has never been a field failure in the weld area of a Reed Flash Welded tool joint!
ANOTHER EXAMPLE OF REED LEADERSHIP IN TOOL JOINT DESIGN
REED
TOOL JOINTS
REED ROLLER BIT COMPANY
Houston 1, Texas

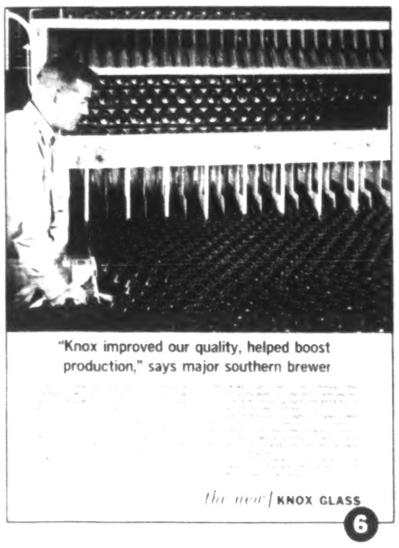
3


B.F.Goodrich
THE MOST MOTHERED DOLLS ARE MADE OF VINYL
Geon
B.F.Goodrich Chemical Company

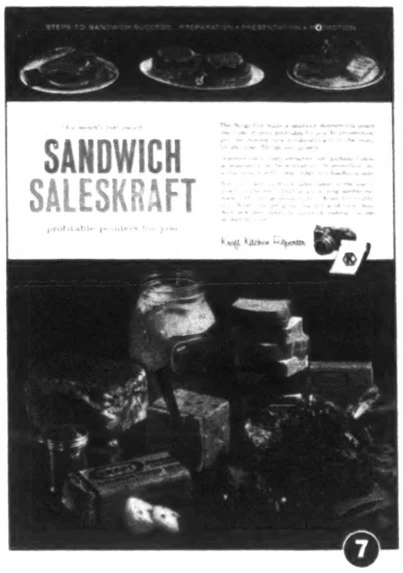
4


HAMMERMILL OPAQUE
PUTS A FAMILIAR PRODUCT IN A NEW LIGHT

5


"Knox improved our quality, helped boost production," says major southern brewer
the new KNOX GLASS

6


STEPS TO SANDWICH SUCCESS: PREPARATION • PRESENTATION • PROMOTION
SANDWICH SALESKRAFT
profitable pointers for you

7

ABP INDUSTRIAL AWARDS—Awards made annually by Associated Business Publications for the most effective advertising to industrial papers were presented April 28 in Cleveland to advertisers and their agencies. Shown here are the first awards winners in seven divisions.

1. Construction materials (basic materials used in the building of plants, residences, dams, roads, bridges, etc.). For example: Fabricated steel, lumber, bricks, roofing, cement, paint, hardware, etc.—Minnesota Mining & Mfg. Co., St. Paul (Erwin Wasey, Ruthrauff & Ryan, St. Paul).

2. Maintenance and service equipment, parts and materials (equipment for installation in buildings, factories, plants, etc. . . . and basic operating supplies used in industry). For example: Lighting fixtures, heating, distribution panels, lubricants, cleaning compounds, repair parts, transmission belts, etc.—American Sealants Co., Newington, Conn. (Wilson, Haight & Welch, Hartford).

3. Operating machinery and equipment (equipment used in the production of goods or in industrial operation). For example: Machine and hand tools, drives, instruments, materials handling equipment, hoists, tractors, power shovels, mixers, distillation equipment, pipe laying equipment, etc.—Reed Roller Bit Co., Houston (Rives, Dyke & Co., Houston).

4. Primary and process materials (unfinished or raw materials used in the production of goods). For example: Chemicals, metals, plastics, rubber, fabrics, insulating materials, food and beverage ingredients, etc.—B. F. Goodrich Chemical Co., Akron (Griswold-Eshleman, Cleveland).

5. Component parts and materials, containers, packaging supplies ("finished" items used in the production of goods or in packaging). For example: Gears, bearings, switches, tubing, castings, wrapping materials, bottles, aluminum foil, etc.—Hammermill Paper Co., Erie, Pa. (BBDO, Cleveland).

6. Public relations and services. For example: Prestige advertising, trade association advertising, institutional advertising, advertising of transportation, consultants' and other services and all other advertising not covered by other divisions—Knox Glass Inc., Knox, Pa. (Ketchum, MacLeod & Grove, Pittsburgh).

7. Institutional product sales advertising: Food products and operating supplies used in hotels, restaurants, hospitals and other institutions—Kraft Foods Co., Chicago (J. Walter Thompson Co., Chicago).

Kraft Wins First for Second Year in ABP Awards

(Continued from Page 3)

product so they can try it themselves; build a strong brand image of Loctite in the maintenance market as an easy to use, cost cutting, problem solving product.

Results: The campaign produced 3,134 inquiries. The average cost per inquiry was $1.89. Maintenance kit sales were up 36% in 1960 over 1959. Distributor sales for 1960 were up 79% over 1959. In reply to a letter survey, most of 53 distributor respondents were enthusiastic about the inquiries received and wanted more. Their estimates of the conversion returns to sales ranged from 10% to 40%—the figure most often mentioned was 20%.

Awards of merit: Corning Glass Works, Corning, N.Y. (Rumrill Co., Rochester); General Electric Co., Cleveland (Batten, Barton, Durstine & Osborn, Cleveland).

Division 3—Operating machinery and equipment (equipment used in the product of goods or in industrial operation). For example: Machine and hand tools, drives, instruments, materials handling equipment, hoists, tractors, power shovels, mixers, distillation equipment, pipe-laying equipment, etc.—First award: Reed Roller Bit Co., Houston (Rives, Dyke & Co., Houston).

Objectives: To increase the sales of Reed Roller Bit rock bits and tool joints.

Results: The sales of Reed Roller Bit Co.'s rock bits and tool joints are directly dependent on the number of rotary drilling rigs operating. The average number of rotary drilling rigs operating per month during 1959 was 2,081; the average number of rotary drilling rigs operating during 1960 dropped to 1,748, a decrease of 16% in rig activity. In the face of this decrease of 16% in rig activity, Reed Roller Bit Co. showed an increase in rock bit sales of 27.3%, giving them a much larger share of the average market. Tool joint sales followed the same pattern. This increase in the share of the market and increased sales resulted in the company as a whole showing a profit for 1960 after two straight years of losses.

Awards of merit: The scientific & process division of Beckman Instruments Inc., Fullerton, Cal. (Charles Bowes Advertising, Los Angeles).

Division 4—Primary and process materials (unfinished or raw materials used in the production of goods). For example: Chemicals, metals, plastics, rubber, fabrics, insulating materials, food and beverage ingredients, etc. First award: B. F. Goodrich Chemical Co., Akron (Griswold-Eshleman Co., Cleveland).

Objectives: To demonstrate both to makers and buyers of dolls and toys how use of vinyl as a raw material has already contributed sizable sales advantages; to emphasize the competitive advantages of vinyl versus other plastics, especially to its unique properties: The finer feel, the excellent texture even after becoming wet, the longer wear without adding to weight, and the detail to which it can be molded or shaped; to identify B. F. Goodrich Chemical Co. and its Geon vinyl as a prime supplier to this market; to promote the sales by manufacturers to toy and department store buyers of products made of Geon vinyl.

Results: Some 214 inquiries were received from toy manufacturers, toy buyers for retail outlets and educational personnel in schools. Unsolicited offers from other toy manufacturers of their products for use in the campaign, identifying their products as being made of Geon (something B. F. Goodrich Chemical Co. does not always know, since there often are several middlemen between them and doll and toy manufacturers). Improved relationships with present customers as reported by salesmen and sales managers, an increased willingness on the part of new prospects to see B. F. Goodrich Chemical representatives. A satisfying increase in sales volume, even in the face of general industrial sales decline during the 1960 adjustment.

Awards of merit: Durkee Famous Foods division, Glidden Co., Cleveland (Meldrum & Fewsmith, Cleveland); Marbon chemical division, Borg-Warner Corp., Chicago (Holtzman-Kain, Chicago).

Division 5—Component parts and materials, containers, packaging supplies ("Finished" items used in the production of goods, or in packaging). For Example: Gears, bearings, switches, tubing, castings, wrapping materials, bottles, aluminum foil, etc. First award: Hammermill Paper Co., Erie, Pa. (BBDO, Cleveland).

Objectives: To increase Hammermill's share of the advertising papers market (Advertising grades of paper are offset, opaque and cover papers).

Results: In 1960 sales of Hammermill advertising grades increased 9.3% over 1959.

Awards of merit: Packaging materials division, Armstrong Cork Co., Lancaster, Pa. (BBDO, Pittsburgh); Tinnerman Products, Cleveland (Meldrum & Fewsmith, Cleveland).

Division 6—Public relations and services: For example: Prestige advertising, trade association advertising, institutional advertising, advertising of transporation, consultants' and other services, and all other advertising not covered by other divisions. First award: Knox Glass Inc., Knox, Pa. (Ketchum, MacLeod & Grove, Pittsburgh).

Objectives: When this program was started in 1959, Knox Glass had the reputation—not totally undeserved—of being a cut-rate manufacturer of cut-rate glass containers. When new management took over at Knox, it was vital to change this reputation; along with making a better quality glass container, the customer had to be informed that Knox was now a highly reputable supplier. Confidence is the single most important element in selling glass containers. The submitted advertising program was designed to run in 1959 and 1960 to help achieve this reputation among Knox's customers. The advertising "big idea" was to tell people that this was "the new Knox Glass," thus tacitly admitting the short-comings of the old Knox Glass, without dwelling on it. The other basic idea behind this campaign was to let other customers tell the customers how good Knox was—not to have Knox toot its own horn, but to have the customer toot it for them. In addition, the ads had to achieve a high degree of impact, cause immediate reactions from the customers and the ads themselves should carry the feeling of quality. As a secondary objective, it was hoped that—as customer confidence in Knox increased, so would general confidence in the strength of Knox's over-the-counter stock. It was believed that if we could get over these objectives, Knox's sales would show a marked increase. The advertising program was expected to be measured against sales increases.

Results: In 1958, before this program appeared, Knox sales were $36,808,000. In 1959, they rose to $42,648,000 and in 1960 to a record-breaking $44,318,000. The 1960 sales gain was 5.2% over 1959. This was a period when the glass container industry as a whole declined 1.4%. A. W. Wishart, president of Knox, has stated "a great deal of the credit for this sales increase is directly attributable to our advertising program." In the first year this program ran for Knox, the pride of Knox stock went from $34 a share to $100 and then split four ways. In 1960 the number of Knox shareholders increased from 884 to 1,881.

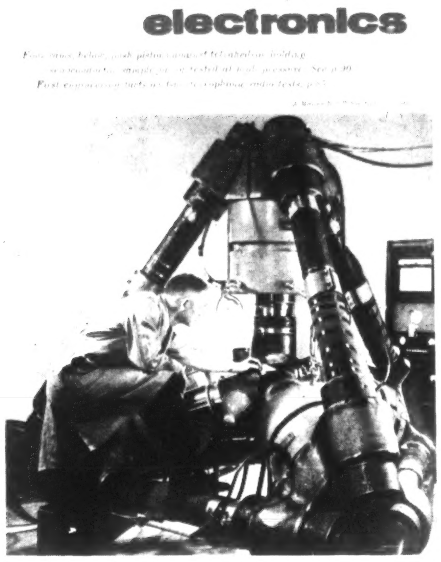
Awards of merit: Interstate System, Grand Rapids, Mich. (Aves, Shaw & Ring, Grand Rapids); Minnesota Mining & Mfg. Co., Minneapolis (MacManus, John & Adams, Bloomfield Hills, Mich.).

Division 7—Institutional product sales advertising: Food products and operating supplies used in hotels, restaurants, hospitals and other institutions. First award: Kraft Foods Co., Chicago (J. Walter Thompson Co., Chicago).

Objectives: To create an effective vehicle for presenting the Kraft story of quality products and to provide a favorable climate for linking Kraft products to the ideas presented.

Results: The inserts generated many spontaneous inquiries for further information on their products, both through publications and to Kraft direct, although the campaign was not designed for that purpose. Kraft representatives reported favorable comment at conventions, association meetings and on sales calls. The amalgamation of products plus service plus selling has resulted in an exceptional growth rate for Kraft's institutional department. It substantially exceeds the annual industry average increase.

Awards of merit: Durkee Famous Foods (Meldrum & Fewsmith); Syracuse China Corp., Syracuse, N.Y. (Conklin, Labs & Bebee, Syracuse). #



electronics

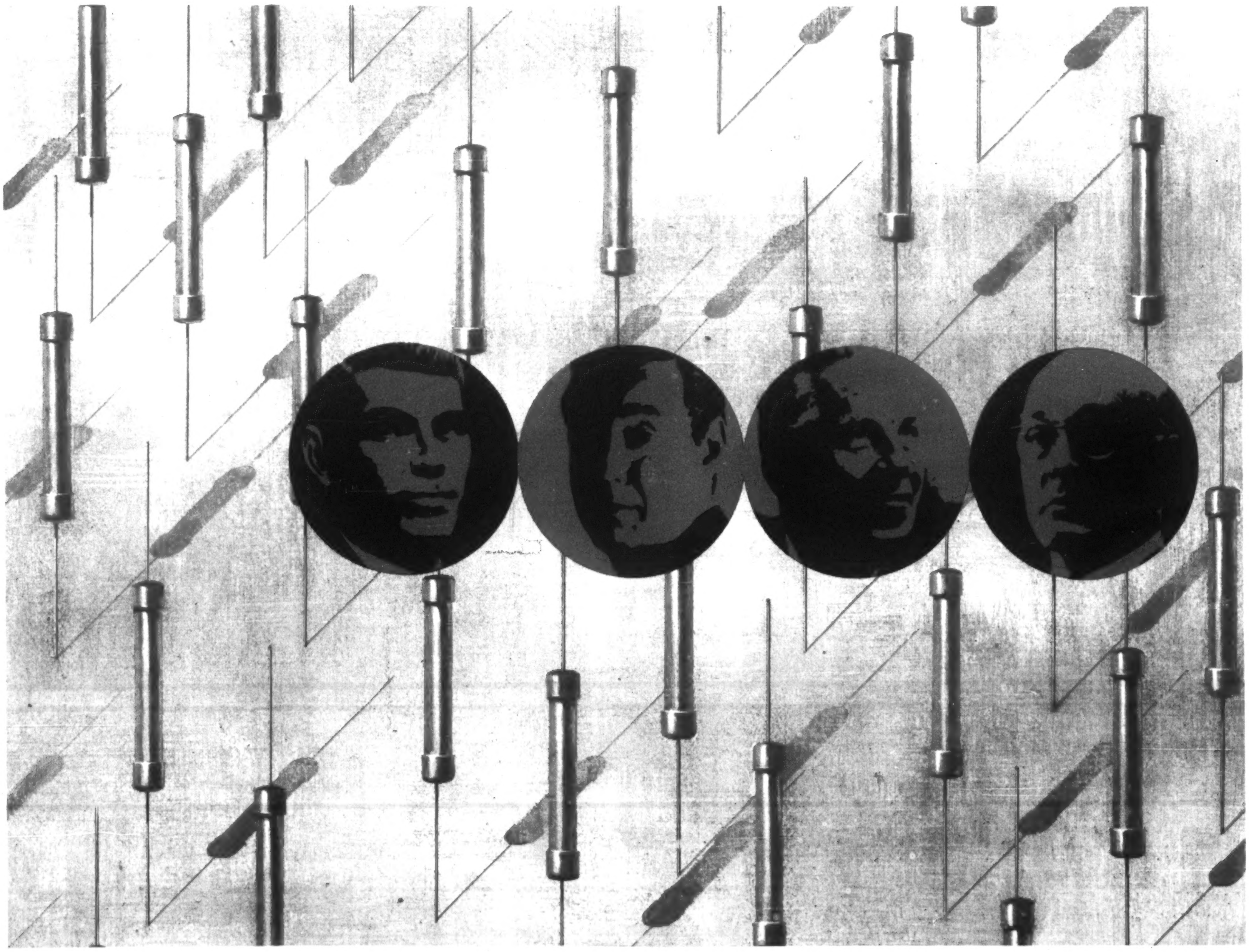
KEEP YOUR EYE ON THE BOX SCORE!
Circulation: 52,286 paid
Editorial: 3,487 pages in 1960
Costs: $980 a page (13 time rate, B&W)

New ideas, new companies and new products are constantly emerging in today's fast-moving electronics industry. Competition gets keener every day. That's why, as any manufacturer will tell you, it's more vital than ever to sell the engineering trained and oriented electronics man whether he's in any or all of these four key areas—research, design, production and management. Why? You have no way of knowing in which of these 4 areas your sale may be made or lost. **electronics**, edited to interest, influence and inform all four, gives your advertising the industry-wide penetration it must have to compete successfully in today's volatile electronic market.

ABP ABC **A McGraw-Hill Publication,** 330 West 42nd St., New York 36, N. Y.

electronics *sells the engineering team...*

...in Research *Design* *Production* *and Management*



OUTSTAN TELEVISI

CBS 1960 OLYMPIC COVERAGE (WINTER AND SUMMER)

CBS REPORTS

G-E COLLEGE BOWL

DING
ON

For more than twenty years the annual George Foster Peabody Awards have paid tribute to the conscience and ability of the nation's broadcasters in discharging their public responsibility. This year's Peabody jury has just singled out the CBS Television Network for five awards in network television. It thus confirms the judgment of millions of Americans that we are providing not only the programs they enjoy most, but those that are most essential to a greater understanding of the events and issues of our time.

CBS TELEVISION NETWORK

THE FABULOUS FIFTIES

KENNEDY-NIXON DEBATES

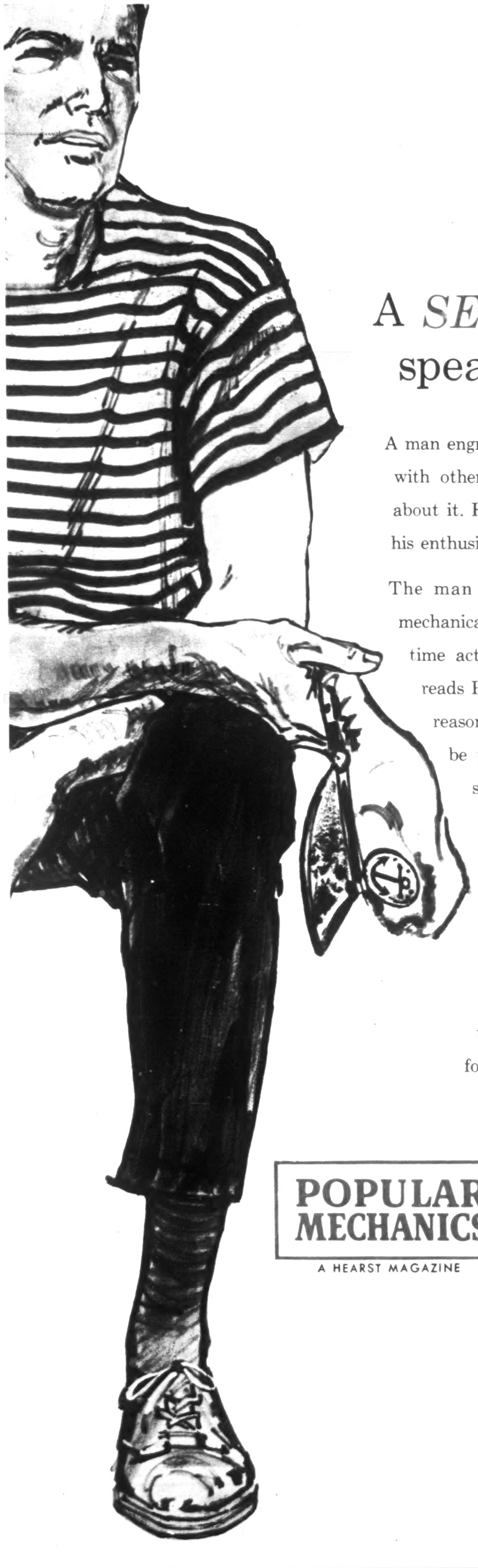
"OUTSTANDING CONTRIBUTION TO INTERNATIONAL UNDERSTANDING: CBS 1960 Olympic Coverage . . . was the outstanding presentation in all 35 years of broadcast time. Technical problems were surmounted with stunning ingenuity. For the Winter Games at Squaw Valley, equipment was brought in by toboggan and cameras were carried up icy slopes on the backs of cameramen. For the Summer Games at Rome, the events were brought to the American public (often on the same day they took place) through tape, split-second transatlantic jet schedules . . . As a result, the American audience participated Winter and Summer in a great international undertaking. Such a television achievement is clearly an outstanding contribution to international understanding . . ."

"OUTSTANDING TELEVISION ENTERTAINMENT: The Fabulous Fifties combined style, humor and imagination. It was rich in touches of quality showmanship and equally rich in the memories of a decade which it revived. In recognition, the Television Award for Entertainment is presented to *The Fabulous Fifties* with a special word of praise for producer Leland Hayward, and the top talent which appeared in this memorable entertainment special."

"OUTSTANDING TELEVISION PUBLIC SERVICE: CBS Reports. This Award cites, in particular, the "Harvest of Shame"; commends David Lowe as producer of this unflinching account of how the migrant worker lives in America, and Fred Friendly, executive producer; and carries a special Citation to William S. Paley, Chairman of the Board of the Columbia Broadcasting System, for his valor and vision in espousing the cause of public enlightenment by underwriting these documentary studies of the world of reality and airing them in the face of formidable opposition from the competing world of unreality."

"OUTSTANDING TELEVISION YOUTH PROGRAM: G-E College Bowl. Through contests between two teams of students, *G-E College Bowl* helps to focus the nation's attention on the intellectual abilities and achievements of college students. The competition emphasized quick recall of specific facts and therein lies its appeal which is illuminating, educational, entertaining and exciting. The program provides weekly scholarship grants to colleges and universities. Allen Ludden as moderator deserves special mention for his excellent work . . ."

"SPECIAL AWARD FOR OUTSTANDING PUBLIC SERVICE: Dr. Frank Stanton, CBS. 'The Great Debates' between the Presidential candidates are recognized as conceivably the most important service ever performed by Broadcasting and one that may become a permanent part of our political heritage. The Award goes to Dr. Frank Stanton for his initiative . . . and his courageous leadership in bringing about the Joint Resolution of Congress which made the debates possible."



A *SERVICE* magazine speaks *HIS* language

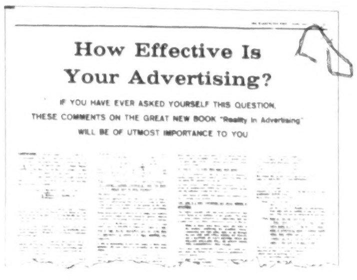
A man engrossed in his big interest likes to share it with others. He likes to talk about it . . . read about it. He's at home with those who understand his enthusiasm—who talk his language.

The man who is especially interested in the mechanical aspects of his home, his job, his leisure time activities . . . he's the kind of man who reads POPULAR MECHANICS. And for good reason. PM is edited for his special interests, be they his car, his boat, his home workshop, or other things mechanical. PM is *his* kind of magazine. It speaks *his* language. It shares *his* interests.

The hearty welcome given POPULAR MECHANICS each month by five million men extends to your product message when it's in the magazine they turn to for ideas . . . the *service* magazine for men.

POPULAR MECHANICS
A HEARST MAGAZINE

reporting the mechanics of modern living



How Effective Is Your Advertising?

IF YOU HAVE EVER ASKED YOURSELF THIS QUESTION, THESE COMMENTS ON THE GREAT NEW BOOK "Reality in Advertising" WILL BE OF UTMOST IMPORTANCE TO YOU

TESTIMONIAL—*In this page ad in the Washington Post by M. Belmont Ver Standig Inc., Washington agency, Ver Standig said the principles advocated by Mr. Reeves represent "no surprise . . . to our clients." He offered a free copy of the Reeves book to any advertiser asking for it.*

End Psychological Segregation of Sales, Ads: Strauss

BOSTON, April 25—Marketers were urged last week to eliminate the "psychological segregation" between advertising and selling.

At a joint meeting of the Boston Sales Executives and the Boston Advertising Club, Herbert D. Strauss, exec vp of Grey Advertising, New York, said, "We can never hope to improve selling if we impede selling by the outworn notion that there is a difference between mass selling and individual selling."

He predicted that in the "slugging '60s," companies which allow any sort of barrier between advertising and selling "will shrivel or be swallowed" by companies which make advertising and sales coordination a way of life.

Mr. Strauss said that "Too often the advertising face of the company sings one song, and the selling face sings another," especially among medium and smaller advertisers. The result, he stressed, is discord, which shows up in unused promotional material, resentment on the part of retailers because of poor timing and lost sales.

■ He contended that most of the blame for such discord rests with the sales manager, a man who has not been "too deeply steeped in the knowledge and understanding of what advertising means to his company, what it means to him and to his sales force."

He said ad managers, on the other hand, have too little "feel" for the salesmen's problems. "They look at him merely as the guy who will take the ads out in his portfolio and show them to the dealers (maybe)," he said.

"Far too many campaigns realize only a fraction of their potential because the advertising department either through faulty planning or lack of perception came through with the promotional material too late or timed the advertising schedule too early to make it pay off properly."

■ Mr. Strauss suggested three ways to unify the advertising and selling so they'd both reach for the same objectives: (1) make the sales manager part of the planning team; (2) lay off the hip-hip-hooray, sell-like-hell routine; and (3) plan an advertising clinic to explain to salesmen the thinking behind the ads.

One problem an ad clinic could tackle, he indicated, was "the foggy notion" that there was a difference of impact between local and national advertising. "This is utter nonsense," he said.

"If the distributor or retailer is interested in circulation at all, he is concerned only with how many people are exposed to this ad in his own trading area," Mr. Strauss pointed out. #

THE NEW 707 ✦ ASTROJET* JET AGE: STAGE II

Now offered in regular transcontinental passenger service, American Airlines' new 707 Astrojet brings you a new standard of jet performance by the airline that's *first choice of experienced travelers.*

Powered by revolutionary new Jet-Fan engines, the 707 Astrojet greatly outperforms all other airliners. It takes off more quickly, uses far less runway than the best of standard jets. Aboard it, you experience a wonderful feeling of confidence as the Astrojet climbs swiftly to cruise easily, smoothly, within the transonic range—faster than any other jetliner in the world.

In keeping with its 25-year tradition of leadership, American is proud to be first in bringing you this new dimension in jets—this historic new era in air travel.

AMERICAN AIRLINES
America's Leading Airline

*Service mark of American Airlines, Inc.

Decker, Eppelein Buy 'Coffee & Tea Industries'

After 83 years as a "family" publication, *Coffee & Tea Industries*, New York, formerly *The Spice Mill*, has changed owners.

Mrs. E. F. Simmons, wife of the founder and publisher since 1932, has retired from the business, but will continue in an advisory capacity. John J. Decker, managing editor, and Robert L. Eppelein, advertising director, have bought the monthly for an undisclosed price as equal owners.

Mr. Decker joined the magazine from McGraw-Hill Publishing Co. in January, 1960, and Mr. Eppelein from Ziff-Davis Publishing Co. last July.

FREE CRAYONS!

CRAYONS are a 'natural' as a give away or a self-liquidating premium. All children love to color, especially with these low cost, quality non-toxic crayons. We'll imprint your firm name on the crayon boxes.

Write Dept. A-2 on your letterhead for FREE Samples and details.

ADVANCE CRAYON & COLOR CORP.
136 Middleton St. • B'klyn 6, N. Y.

LITTLE ARTIST

Williams Named Ad Head

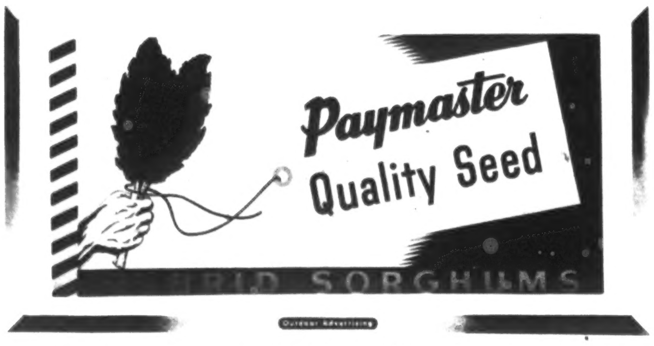
All Florida-TV Week, Jacksonville, has appointed Joe R. Williams advertising manager and Robert E. Hood assistant advertising manager. Mr. Williams was formerly sales manager of the Tennessee Press Assn. Mr. Hood was formerly advertising director for a chain of North Carolina weekly newspapers.

Chicago Women's Adclub Booklet on Job Hunting Out

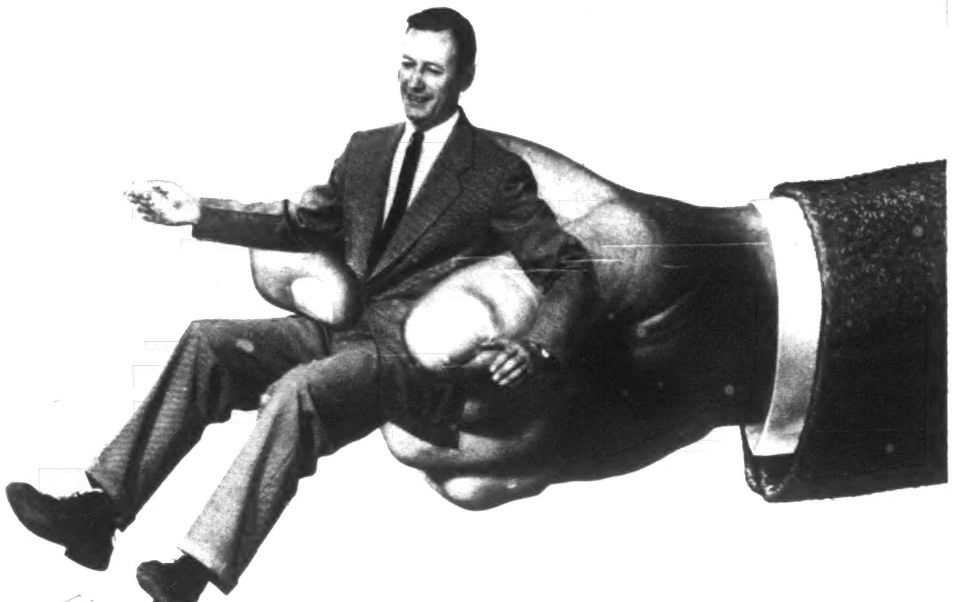
Women's Advertising Club of Chicago has published a 22-page booklet entitled "Help Yourself to a Better Job!" Designed to aid both the neophyte as well as the experienced executive in finding the right job, copies of the booklet, priced at $3 each, may be obtained from the Women's Advertising Club of Chicago, 35 E. Wacker Dr., Chicago.

Goggins Buys Livestock Weekly

Norman G. Warsinske, publisher of the *Western Livestock Reporter*, Billings, Mont., has sold the entire stock of the weekly newspaper to Patrick K. Goggins, general manager.



FARM LOCATIONS—*Paymaster Seed Farm, Aiken, Tex., has placed outdoor ads like this along thoroughfares carrying heavy farm traffic in 127 Kansas and 30 Texas areas. McCann-Erickson, Houston, is the agency.*



HARDWARE AGE

Again in 1960, 3 out of Every 4 HARDWARE ADVERTISERS chose HARDWARE AGE!

...48% more than used the No. 2 publication

Yes, it's true. Of 1,142 companies that advertised to the hardware trade during 1960, 76.4% used Hardware Age . . . compared to 51.6% for the No. 2 magazine and only 26.7% for No. 3.

Furthermore, Hardware Age is in first place by an overwhelming margin no matter how one measures advertising leadership:

	Hardware Age	Magazine No. 2	Hardware Age Lead
Total Pages	2733	1769	+54%
Total Advertisers	872	589	+48%
Exclusive Pages	880	282	+212%
Exclusive Advertisers	419	156	+169%
Exclusive Campaigns	603	293	+106%

. . . and Hardware Age's leadership is equally dramatic when advertising is broken down for each individual type of product.

The reasons? Hardware Age *gives greater value*. Its Census of Hardware Dealers permits concentration of circulation among Major and Progressive Intermediate dealers. It is professionally edited; designed to appeal to the reader's interests and to provide money-making ideas.

Every subscriber pays for his subscription voluntarily. And when hardware men spend their own money for classified advertising in hardware trade magazines, they place over 3 times as many advertisements in Hardware Age as in *both* the other national magazines combined.

Finally, because Hardware Age comes out every other Thursday, its news is fresher and up-to-the-minute. Hardware Age covers nearly all general hardware wholesalers. And it provides intensive coverage of the 61.7% of store units that account for 89.7% of retail sales.

These 9 Features of HARDWARE AGE'S

MAP

Marketing Assistance Program

help increase sales

NATIONAL SURVEY. A scientific sampling of 40,000 hardware stores. Covers 224 hardware products in nine categories. Shows total retail and average sales volume. Percent of stores carrying each product. Number of brands carried and where purchased.

CHILTON RESEARCH SERVICES. The Chilton Company research department is available — for a reasonable fee — on an independent, fully confidential basis to manufacturers, agencies and others for conducting market and product research.

GENERAL COUNSELING FROM HARDWARE AGE STAFF. The marketing experience and knowledge of the Hardware Age organization is at your service. Advice on such key problems as cataloging, pricing, discounts and distribution.

VERIFIED LIST. The most complete list of hardware wholesalers in the industry. Includes names, addresses, territory covered, lines handled and buyers for 532 general hardware wholesalers in the U.S. and Canada — plus 1,350 manufacturers' agents.

CENSUS OF RETAIL HARDWARE DEALERS. Includes all 40,000 known hardware retailers broken down into volume groups by states. Census maintained daily for extremely accurate research and promotion uses.

RESEARCH AND PROMOTION MAILING SERVICES. Keyed to the Hardware Age Census of Retail Hardware Dealers — the most accurate, complete, up-to-date lists in the business.

MERCHANDISE DIRECTORY NUMBER. Lists 7,560 hardware products with 10,025 cross references. Gives manufacturers' names, addresses and more than 25,000 brand names.

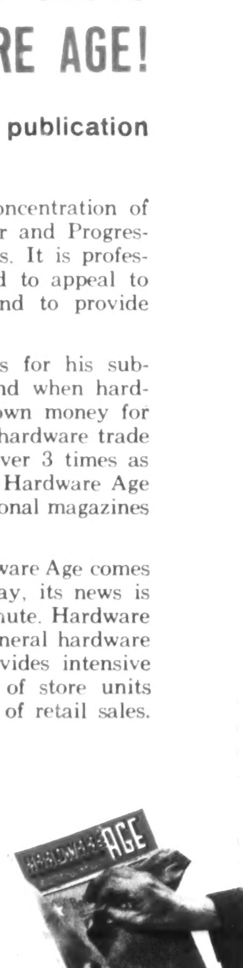
MERCHANDISING SERVICES Promotions by Hardware Age advertisers can be supported with such items as tear sheet folders, post cards, bookmarks and easels.

MEDIA HELP. Helpful material for the media buyer: readership studies, page sales analyses and a Planning Guide giving valuable information on the hardware markets.

Your advertising will meet

More Eager Readers in HARDWARE AGE

A Chilton Publication
ABC Member NBP
Chestnut and 56th Street
Philadelphia 39, Pa.



'Digest,' 'Time' Entrench in Canada, Await Quiz Report

MONTREAL, April 25—*Time* and *Reader's Digest*, two arch-competitors of Canadian magazines, have forged ahead with development plans while awaiting the report of the Royal Commission on Publications (AA, Jan. 9).

Reader's Digest, with a Canadian circulation of more than 1,000,000 copies, last week moved into its new headquarters and placed ads in local newspapers reporting its contribution to the Canadian economy. The *Digest* said it now is a $9,000,000-a-year factor in the economy, employing 430 Canadian workers.

Time has made rapid progress in its plans to print its Canadian edition in this country. Lawrence E. Laybourne, *Time* managing director in Toronto, told ADVERTISING AGE that *Time* signed a printing contract Feb. 6 with Ronalds-Federated Ltd., Montreal. The company, which prints the Canadian editions, French and English, of the *Digest*, is set to print *Time's* Canadian edition before the end of the year. #

'Hablemos' Adds 9th Paper

Hablemos, Caribbean area newspaper supplement, will be distributed by *Novedades* of Managua, Nicaragua, beginning June 11. This will be the ninth newspaper to carry the supplement and will increase circulation by 12,000 to a total of 363,700 weekly. Present rates will be maintained for the remainder of the year, Casey Hirshfield, publisher, said.

Armstrong Sets Salad Spot

Armstrong Cork Co. will introduce several new uses for salad dressing on the opening commercial on June 7 of "Armstrong Circle Theatre." The commercial will explain how, in addition to enhancing the taste of green salads, the dressings may be used to add their distinctive flavor to cooking. Armstrong is a manufacturer of glass containers and closures.

WRVA Names Kline Agency

WRVA, Richmond, Va., radio station, has named Robert Kline & Co., Richmond, to handle its advertising. The agency will also assist the station in sales and audience promotion. Zimmer-McClaskey-Frank, Richmond, is the previous agency.

Smetko Joins Carter, Pinson

Francis M. Smetko, consulting art director to several Chicago agencies during the past year, has joined Carter, Pinson, Milner, Chicago, merchandising and communications consultant.

Carey Gets Hawaii Hotels

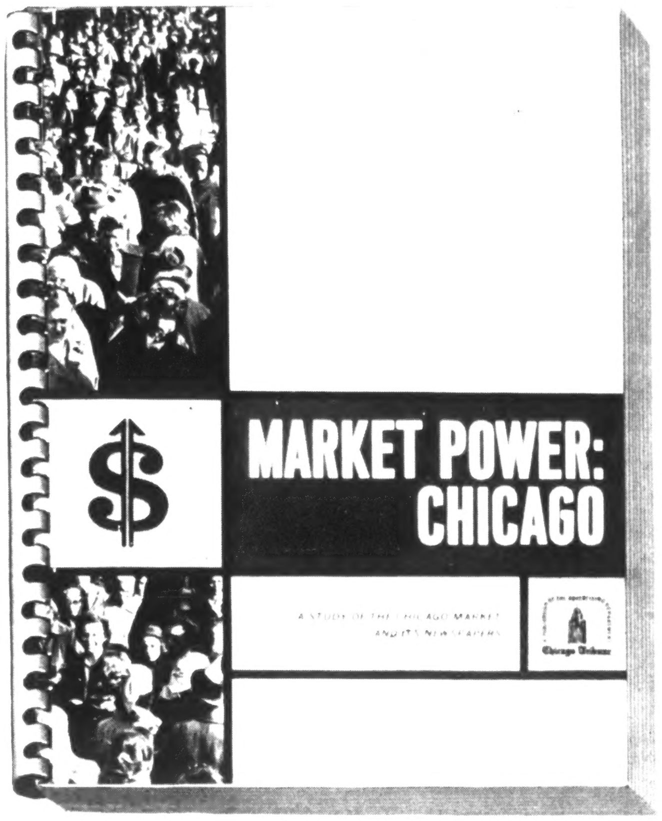
Len Carey Inc., Honolulu, has been named advertising and sales promotion agency for three Sheraton hotels in Honolulu.

No. 4 of a series

MARKET POWER: CHICAGO

is a study of CHOICE

to help your advertising work–more productively



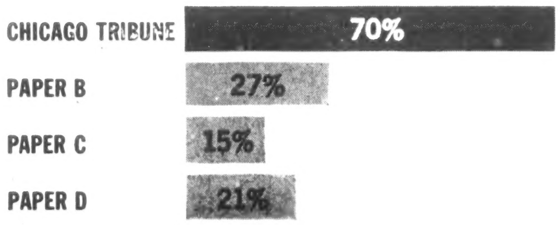
Are readers more likely to respond to advertising in one newspaper than in another?

Yes—if the newspaper is the Chicago Tribune. There are many well-documented cases where advertising in the Tribune has out-pulled similar or identical advertising in other Chicago papers by margins of 3 to 1, 4 to 1—and even 15 to 1.

Obviously, the greater responsiveness works to the advantage of Tribune advertisers. But though a demonstrable fact, it is a quality which is difficult to measure. Editorial vitality, reader confidence—perhaps even the size of the page and the choice of headline type—have some bearing on the way readers react to a newspaper.

MARKET POWER: CHICAGO, the Tribune's new research study of people and their purchases, also provides a measure of advertising response. The 2,956 families interviewed were asked: *Which Chicago newspaper's advertisements do you feel are most helpful for your shopping information?*

Their choice of the advertising in the Tribune is clearly evident in their replies:



Admittedly, trying to measure a feeling is a little like putting calipers on a soap bubble. Still the feeling is a fact which must be weighed. It can trigger or dampen response to your advertising.

In an average week, the Tribune prints slightly over one million lines of advertising—the equivalent of 427 full-size pages. Because it is welcomed, wanted and accepted with confidence, this advertising in the Tribune consistently produces sales results greater than expectancy.

There's much more to MARKET POWER than a leadership story for the Tribune. Its 70 pages are packed with facts about the Chicago market and its newspapers; about Chicago families and their buying behavior. For whatever product or service you sell, MARKET POWER can help your advertising work more productively in the nation's second-largest market.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

This research study will not be mailed, but copies are available to advertisers and their agencies from Chicago Tribune representatives. Call any of the following:

CHICAGO
Chicago Tribune
435 N. Michigan Ave.
SUperior 7-0100

NEW YORK CITY
Chicago Tribune
220 E. 42nd St.
MUrray Hill 2-3033

DETROIT
Chicago Tribune
1916 Penobscot Bldg.
WOodward 2-8422

SAN FRANCISCO
Fitzpatrick Associates
155 Montgomery St.
GArfield 1-7946

LOS ANGELES
Fitzpatrick Associates
3460 Wilshire Blvd.
DUnkirk 5-3557

EUROPE
Mortimer Bryans
3 & 5 Warwick House Street,
London, S.W. 1,
Trafalgar 2482-3

IDEAS for bringing color and warmth to a kitchen-family room

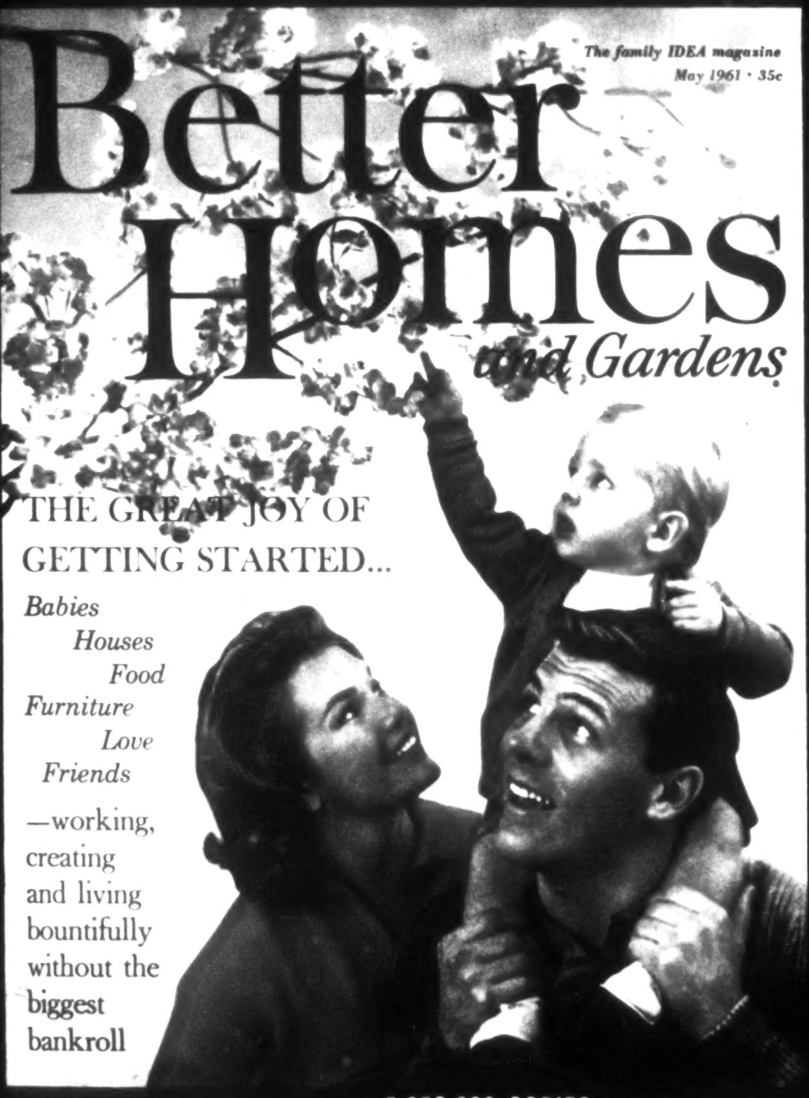
THE FAMILY IDEA MAGAZINE

They spring at you from every page of Better Homes and Gardens. Ideas! Just glance through a copy. You'll find ideas about food, furnishings, building, gardening, travel and *purposeful puttering*—all compellingly presented to interest you, your wife, *anyone* who is wrapped up in family living.

Sixteen million men and women—*like that*—turn to the pages of BH&G month after month. Actually, during the year, *a third of America*—the family-centered, top-spending third—looks to Better Homes and Gardens for ideas about what to do and what to buy for a happier family life, at home or away from home.

And all this makes BH&G a very, very profitable place for advertisers to display what they want to sell. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.*

Where America shops for IDEAS that make SALES



The family IDEA magazine
May 1961 · 35c

Better Homes and Gardens

THE GREAT JOY OF GETTING STARTED...

Babies
Houses
Food
Furniture
Love
Friends

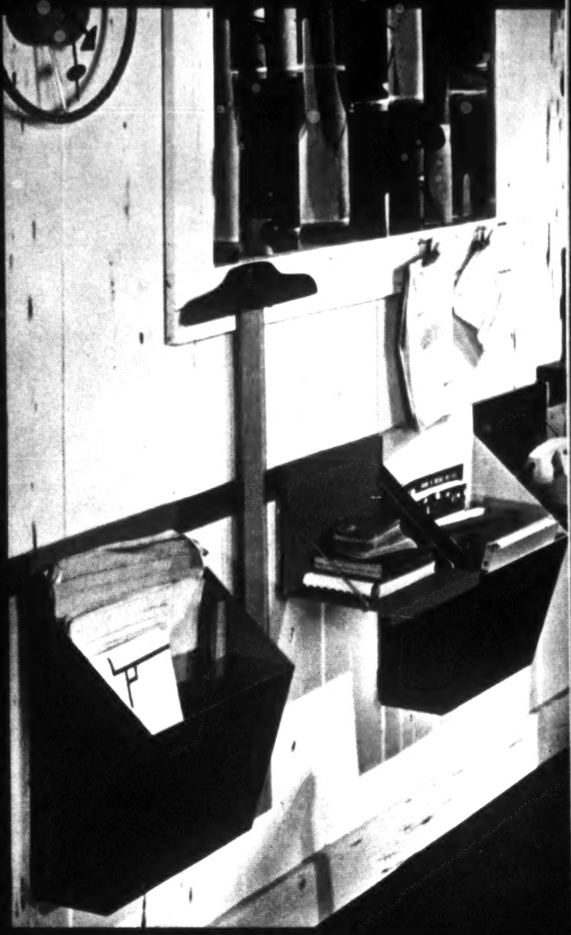
—working, creating and living bountifully without the biggest bankroll

NOW 5 EDITIONS AND OVER 5,250,000 COPIES EVERY MONTH

IDEAS for teaming the rustic and the modern in a very homey way

IDEAS for fencing, say, yourself in handsomely

IDEAS the ladies would love for a nostalgic "travel" evening



Here, one rail holds it all!

These metal bins and shelves simply hook over a grooved wood cleat. A screwdriver is the only tool needed for the installation. The metal components are lightweight, easy to handle, and almost indestructible, making them especially good furniture pieces for children's rooms. Hook-on mirror-vanity shelves, bulletin boards, and electric light bars also are available.

Cabinets, shelves, table go up a wall

A large wall area, from the floor almost to the ceiling, is put to good use here. Shelves and cabinets are hooked into vertical wood strips and can be easily rearranged or completely removed.

The wall-hung table drops down to reveal a shallow cabinet. Its underside is decorated with a picture to make it attractive even when folded up.

Frank Leaves Schenley

Schenley Industries, New York, has lost another of its "old guard," Sidney E. Frank, who has resigned as a vp, director and member of the five-man general management committee. Mr. Frank was not available for comment, but a close source said he was leaving "because of strong disagreements over policy with Lewis S. Rosenstiel, chairman and president." Mr. Frank had been regarded as the "heir apparent" of the liquor concern. He is married to a daughter of Mr. Rosenstiel's. Mr. Frank's resignation follows closely on the departure of Sidney J. Stricker, formerly ad director, now a vp of Revlon Inc. (AA, April 10).

Perrin Co. Names Frankel

J. B. Perrin & Co., Detroit, manufacturer of camera equipment bags and now a subsidiary of Prince Gardner Co., has named Jones Frankel Co., Chicago, to handle its advertising. The company spends about $25,000, most of it in media. Gilbert & Benton Advertising, Studio City, Cal., is the previous agency of record. The manufacturer's home office was formerly in Culver City.

Aves, Shaw Gets Challenge

Challenge Machinery Co., Grand Haven, Mich., printing equipment manufacturer, has named Aves, Shaw & Ring, Grand Rapids, Mich., its agency, effective May 1. Tobias, O'Neil & Gallay, Chicago, has been handling the account.

Schuepbach Joins Newton

C. J. Schuepbach has joined Frank Paul Newton Advertising, San Francisco, as associate manager. Mr. Schuepbach formerly was assistant sales manager of Spreckels Sugar Co.

Fillinger Joins Porter

Paul Fillinger has joined the industrial marketing staff of Porter Advertising Agency, Portland, Ore. Mr. Fillinger previously was marketing and sales manager of Electro-Glass Laboratories.

Dell Moves in Chicago

The midwestern advertising sales office of Dell Publishing Co. has moved to 400 N. Michigan Ave., Chicago.

PRIMERO*

In any language,
The Cedar Rapids Gazette
is Iowa's 1st newspaper
in total advertising
linage and provides
95% coverage of Iowa's
2nd largest market.

Represented by
Allen-Klapp Co.

*PRIMERO means FIRST in Spanish

Cost Comparisons: Regional, National Editions of Representative Magazines

Prepared by Leber & Katz, New York.

	Circulation	Black/White Page Rate	Cost per Thousand	Premium for Regional Editions
ESQUIRE				
National	850,000	$ 6,500	$ 7.65	—
Eastern	290,000	2,540	8.76	15%
Mid-West	175,000	1,600	9.14	20%
West	115,000	1,200	10.43	36%
Central-Southern	115,000	1,200	10.43	36%
TIME				
National	2,550,000	14,300	5.61	—
Eastern	930,000	6,260	6.73	20%
Central	710,000	4,780	6.73	20%
Western	570,000	3,835	6.73	20%
Southern	340,000	2,290	6.74	20%
LIFE				
National	6,700,000	31,150	4.65	—
New England	467,000	3,005	6.43	38%
Middle Atlantic	1,655,000	8,826	5.33	15%
Southeast	595,000	3,632	6.10	31%
East Central	1,060,000	5,910	5.58	20%
West Central	1,000,000	5,616	5.62	21%
Southwest	415,000	2,750	6.63	43%
Far-Western	1,165,000	6,425	5.52	19%
BETTER HOMES & GARDENS				
National	5,100,000	23,045	4.52	—
Southern	825,000	4,975	6.03	33%
Western	965,000	5,655	5.86	30%
Eastern	1,155,000	6,580	5.70	26%
Central	2,055,000	10,945	5.33	18%
READER'S DIGEST				
National	12,300,000	39,250	3.19	—
Northeast	2,100,000	8,250	3.93	23%
Metro New York	1,000,000	5,000	5.00	57%
Great Lakes	2,275,000	8,875	3.90	22%
Southern	1,675,000	7,750	4.63	45%
North Central	1,250,000	6,400	5.12	61%
Southwest	725,000	3,700	5.10	60%
Pacific Northwest	485,000	2,200	4.54	42%
Pacific Southwest	1,515,000	6,500	4.29	34%
U. S. Western	2,000,000	8,352	4.18	31%
LOOK				
National	6,300,000	27,800	4.41	—
New England	482,000	2,998	6.22	41%
Middle Atlantic	1,260,000	6,693	5.31	20%
Southeast	642,000	3,758	5.85	33%
East Central	1,140,000	6,123	5.37	22%
West Central	831,000	4,655	5.60	27%
Southwest	470,000	2,941	6.26	42%
Pacific	900,000	4,983	5.54	26%
Central	513,000	3,145	6.13	39%
SPORTS ILLUSTRATED				
National	950,000	6,160	6.48	—
Eastern	325,000	2,530	7.78	20%
Midwest	225,000	1,765	7.84	21%
West Coast	200,000	1,595	7.98	23%
Southern	130,000	1,150	8.85	37%

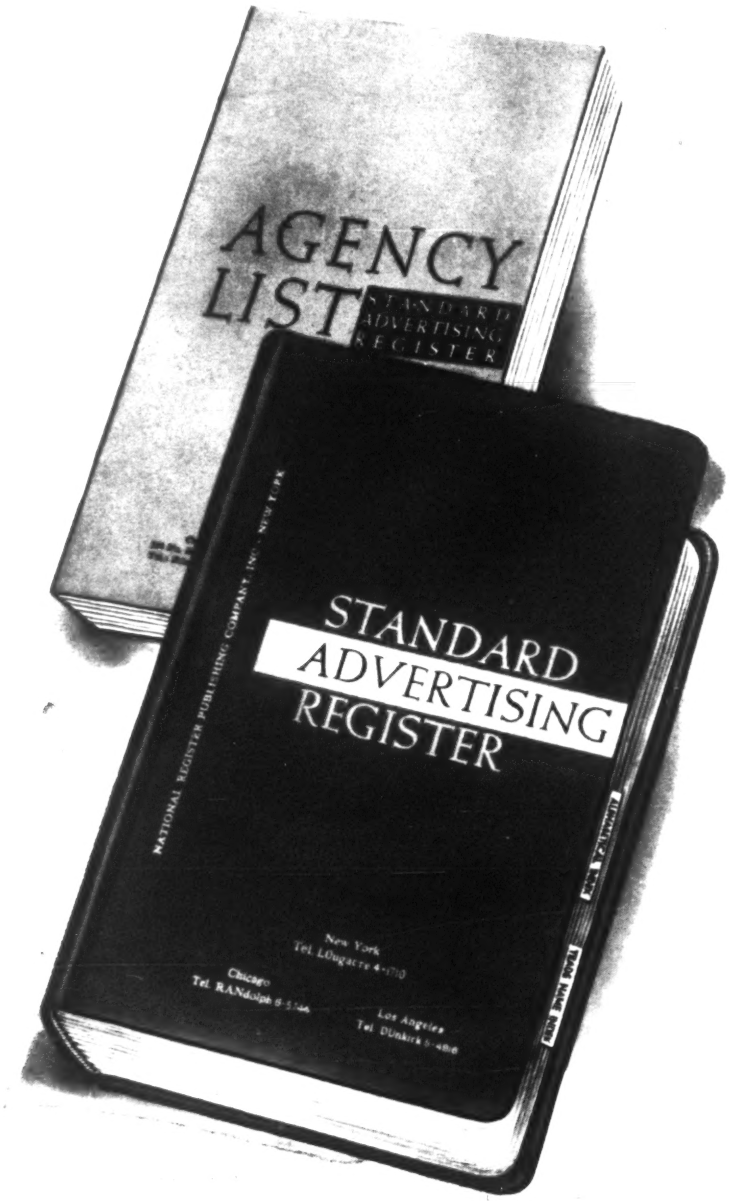
'Sacramento Union' Opens Shopper to National Ads

The weekly *Shopping News*, published for a number of years by *Sacramento Union*, will accept "pickup" national ads carried the same week by the daily, at a combination rate of 38¢ per line (24¢ for the daily, 14¢ for the shopper). The *Shopping News* will be published in two sections, north and south, with the front page carrying local news slanted to the two city districts. Coverage of the daily and the Wednesday shopper will be unduplicated, as the latter will go only to non-subscribers. The combination reportedly will cover about 150,000 households in Sacramento. The first issue of the shopper to carry national advertising on a pickup basis was April 26.

MRG&R Adds Amphenol-Borg; Boosts Gimbel, Bartlett

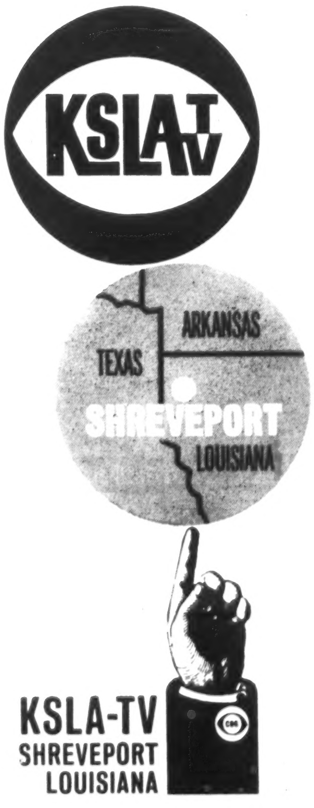
Amphenol-Borg Electronics Corp., Broadview, Ill., has appointed Marsteller, Rickard, Gebhardt & Reed, Chicago, to handle advertising for the corporation and five of its divisions—the distribution, connector, RF Products, Borg clock and packaged electronics divisions.

Marsteller, Rickard has elected S. D. Gimbel, an account supervisor, a vp and promoted Leonard L. Bartlett, an account executive, to account supervisor.


AGENCY LIST
STANDARD ADVERTISING REGISTER
NATIONAL REGISTER PUBLISHING COMPANY, INC. NEW YORK
STANDARD ADVERTISING REGISTER

TWO you can TRUST
for advertising accuracy

NATIONAL REGISTER PUBLISHING CO., Inc.
147 West 42nd Street, New York 36, N.Y.
333 North Michigan Avenue, Chicago 1, Ill.
2700 West 3rd Street, Los Angeles 57, Cal.



KSLA-TV
SHREVEPORT
LOUISIANA

PHOTO BY CORRY

Concentrated COVERAGE where it counts...

Everyone knows *where* the generous coverage of delectable icing should go on the cake to produce the most pleasing results — it's just a matter of *how* to best go about achieving it.

Similarly, the FIRST 3 markets of New York, Chicago and Philadelphia — which account for 19% of total U. S. Effective Buying Income — are widely recognized as the vital pivotal markets around which the most successful national marketing campaign must be built.

When you plan your advertising media schedule, don't depend on a child to do an adult's job of adequately covering the three great markets of New York, Chicago and Philadelphia. In these compact, most profitable markets where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, *there is no substitute* for FIRST 3 MARKETS' dominant 54% COVERAGE of all families.

In addition, busy cash registers in the six states adjacent to the 3 markets ring up 29¢ out of every U. S. Retail Sales $1.00. FIRST 3 concentrates the bulk of over 5½ million circulation within these six states to deliver 40% COVERAGE of all families.

To make your advertising sell *more* where *more* is sold, Concentrate COVERAGE where it counts . . . with FIRST 3 MARKETS GROUP.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3
MARKETS GROUP
ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • **CHICAGO** 11, Ill., Tribune Tower, SUperior 7-0043 • **SAN FRANCISCO** 4, Calif., 155 Montgomery Street, GArfield 1-7946 • **LOS ANGELES** 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

For Mid-America Advertisers . . .

BUY **This Day**

The COLORful family magazine
of The Lutheran Church
-Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois
Indiana
Iowa
Michigan
Minnesota
Missouri
Ohio
Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day

Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

Golnick Leaves Applestein to Form Golnick Agency

Leon Shaffer Golnick has resigned as president of Applestein, Levinstein & Golnick, Baltimore, and has opened his own agency, Leon Shaffer Golnick Advertising, with temporary headquarters at 111 N. Charles St., Baltimore. Going with Mr. Golnick were about 12 accounts, including WLEE and WXEX-TV, Richmond, and WITH, Baltimore, and several people, including Lee E. Blom, creative director.

Applestein, Levinstein & Golnick will revert to its former name—AWL Advertising Agency—and Morton Levinstein succeeds Mr. Golnick as president.

Adclub Honors McCaleb

The Advertising Club of Fort Worth has presented its "Outstanding Advertising Woman of the Year" award to Lyle McCaleb. Mrs. McCaleb is advertising manager of *Fort Worth Magazine*.

$2,200,000
REWARD
New rate cuts for 9 out of 10 drivers...new benefits for all...
and a new safeguard against cancellation due to accidents!
You don't give up protection to get State Farm's low rates!

REWARD—*State Farm Mutual Automobile Insurance Co., Bloomington, Ill., is using large-space ads in 23 Illinois newspapers to promote new rate cuts in the state, as well as additional provisions in its policies. The campaign, to run through May, also includes special announcements cut in on the Jack Benny show (CBS-TV) on five Illinois tv stations. Needham, Louis & Brorby, Chicago, is the agency.*

Retailer-Owned Food Distributors to Use More Ads: Mulville

CHICAGO, April 25—Advertising will get much more attention in the coming decade among operators of retailer-owned food distribution centers, according to Richard W. Mulville, director of research and information of the Cooperative Food Distributors of America.

During 1961, Mr. Mulville said, the 112 member warehouses of the group will spend more than $13,000,000 on advertising.

He based his estimates on a survey among members which showed that 38 of the members spent $6,000,000 in advertising last year. The survey was presented at the group's 13th annual meeting here last week. More than 25,000 retail food stores are affiliated with CFDA warehouses, which act as distributors for the stores.

According to Mr. Mulville, newspapers got most of the money last year, averaging about 88% of the total expended. Television got 8%, and 4% went into radio.

■ "The advertising of our members," he said, "is obviously concentrated in local markets at the retail level. Our warehouses buy space, just as any company or other organization would, announcing many of the specials or sales available in the member stores.

"In addition, the member stores take out individual ads. Between the two of these forces, we are able to get more mileage from each particular event." #

Cady-Oliver Foltz Moves; Adds Kitty Kat Account

Cady-Oliver Foltz has moved to 333 Fairfax St., Denver, following the addition of the Kitty Kat Products account. The regional cat food manufacturer has a $200,000 regional ad budget, and plans to reach national distribution in two years.

Fairall Appoints Judish

Frank L. Judish has joined Fairall & Co., Des Moines, as an account executive. Mr. Judish was formerly an account executive with Son De Regger Advertising Agency, Des Moines.

INSIDE SOLID CINCINNATI:

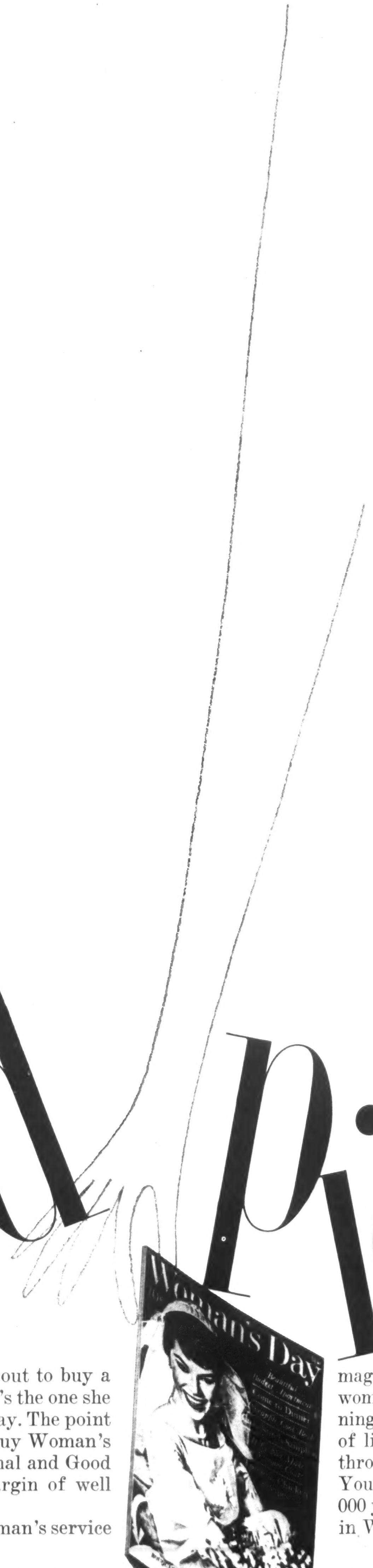
"Guess Fred was right about Cincinnati Enquirer families having $600 more a year to spend than the average Cincinnati family."

................SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the market-that matters in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

Copyright Fawcett Publications, Inc., 1961



all 5,000,000 copies

hand picked

When a woman takes the trouble to go out to buy a particular service magazine, you *know* it's the one she wants, the one she *uses*. Like Woman's Day. The point is, more women go out, hand pick, and buy Woman's Day than McCall's, Ladies' Home Journal and Good Housekeeping *combined*—and by a margin of well over 300,000 copies!

A natural selection. Because no other woman's service magazine so *realistically* serves the *complete* range of woman's interests, including everything from planning a child's education to choosing the right shade of lipstick. It's a matter of growth—and success—through *editorial realism*.

Your product, too, can be hand picked by over 5,000,000 young, growing families. It happens every month in Woman's Day.

	Single Copy Sales
Woman's Day	5,051,066
Good Housekeeping	1,105,430
Ladies' Home Journal	1,814,943
McCall's	1,792,757

SOURCE: ABC STATEMENT, DECEMBER 31, 1960

A FAWCETT PUBLICATION

Woman's Day

The force of Realism in the woman's service field

Weingarten Stores Join in Houston Super Pac Promotion

More than 50,000 families in the Houston area were recipients of some 15 freight carloads of free merchandise in a Super Pac promotion at J. Weingarten food stores, Houston, on April 27. On that day shoppers in the Weingarten stores who spent $10 or more received suitcase cartons containing 15 or more non-competitive, brand food products.

Participating in the program were Colgate-Palmolive Co., Best Foods division of Corn Products Sales Co., Block Drug, Pillsbury Co., Beecham Ltd., Sunkist Growers, Ralston Purina Co., Johnson & Johnson and Ocean Spray Cranberries. The Houston promotion is the first step in a nationwide program created by Guest Pac Corp.

Hardenbergh Joins WEAM

Robert B. Hardenbergh, formerly assistant manager of WCOG, Greensboro, N.C., owned by the Thoms Radio-TV Enterprises, has been named to the new post of national sales manager of WEAM, Thoms' Washington station.

Glenbrook Names Johnston

Glenbrook Laboratories division of Sterling Drug Inc., New York, has appointed Glenn W. Johnston, formerly administrative assistant-merchandising, vp-product director.

WHAT'S THE
LARGEST
MARKET
BETWEEN
SPOKANE
AND
MINNEAPOLIS?

The 21 counties in N Dakota and western Minnesota where over 3 out of 5 families read

THE FARGO FORUM

Top 100 Spot TV Advertisers: 1960 vs. 1959

Source: TvB figures from N. C. Rorabaugh Co.

'60 Rank		Gross Time Only 1960	Gross Time Only 1959
1.	Procter & Gamble	$55,084,440	$45,046,800
2.	General Foods	18,540,740	14,599,400
3.	Lever Bros.	16,535,560	14,118,940
4.	Colgate-Palmolive	11,419,230	13,879,890
5.	Bristol-Myers	10,169,560	7,744,650
6.	Lestoil Products	9,961,120	18,132,030
7.	American Home Products	9,412,110	10,657,620
8.	P. Lorillard Co.	8,431,630	4,177,170
9.	Miles Labs.	8,132,990	7,830,830
10.	William Wrigley Jr. Co.	7,810,220	2,749,420
11.	Brown & Williamson	7,786,200	9,252,640
12.	Standard Brands	7,477,080	4,135,040
13.	Hunt Foods & Industries	6,530,630	52,850
14.	Warner-Lambert	6,302,760	10,690,620
15.	American Tobacco	6,056,610	3,467,440
16.	Continental Baking	5,879,280	10,806,480
17.	Kellogg	5,795,390	5,988,600
18.	Nestle	5,679,460	2,581,390
19.	International Latex	5,591,010	7,381,340
20.	Ford Motor Co. Dealers	5,275,570	3,438,840
21.	J. A. Folger & Co.	4,387,220	3,722,440
22.	Gen. Motors Corp. Dealers	4,350,470	2,427,260
23.	Coca-Cola Co. & Bottlers	4,187,470	3,567,960
24.	R. J. Reynolds Tobacco	4,173,570	4,252,450
25.	Philip Morris Inc.	4,149,560	4,387,270
26.	Gillette Co.	4,031,050	2,745,350
27.	Avon Products	4,000,240	3,677,040
28.	Pillsbury Co.	3,847,110	2,712,080
29.	Corn Products	3,737,550	4,226,190
30.	Anheuser-Busch	3,715,300	3,649,070
31.	Food Manufacturers	3,651,080	2,769,580
32.	Minute Maid	3,623,440	1,822,880
33.	Standard Oil Co. (N. J.) (formerly Esso & Humble)	3,175,400	2,320,800
34.	Pepsi-Cola Co. & Bottlers	3,119,040	2,984,590
35.	Canadian Breweries	3,033,050	272,360
36.	S. C. Johnson & Son	2,813,160	1,098,880
37.	United Merchants & Mfrs.	2,745,640	3,840,970
38.	Pabst Brewing	2,697,950	2,710,170
39.	Shell Oil	2,630,660	2,451,710
40.	Norwich Pharmacal	2,619,030	2,534,960
41.	General Mills	2,569,810	3,237,710
42.	Simoniz Co.	2,472,200	†———
43.	U. S. Borax & Chemical	2,466,580	1,998,720
44.	Welch Grape Juice	2,455,920	†———
45.	American Chicle	2,448,910	2,496,540
46.	Falstaff Brewing	2,403,400	2,061,370
47.	Andrew Jergens	2,402,070	2,923,670
48.	Quaker Oats	2,362,270	1,859,690
49.	Theo. Hamm Brewing	2,360,690	1,821,880
50.	Revlon	2,359,060	3,284,050
51.	Consolidated Cigar	2,304,900	1,101,850
52.	Socony-Mobil Oil	$ 2,297,670	$ 572,490
53.	Richardson-Merrell (formerly Vick Chemical)	2,213,520	3,115,200
54.	Sterling Drug	2,185,890	3,660,910
55.	Atlantis Sales	2,185,120	1,403,850
56.	Maybelline Co.	2,115,950	991,240
57.	Mennen Co.	2,069,180	43,970
58.	Carnation Co.	2,056,260	584,590
59.	E. & J. Gallo Winery	2,032,500	1,640,110
60.	General Electric	1,966,070	278,590
61.	Max Factor & Co.	1,952,450	2,423,490
62.	Carter Products	1,938,580	3,474,300
63.	Swift & Co.	1,928,990	827,170
64.	Atlantic Refining	1,897,080	1,543,390
65.	Wander Co.	1,890,180	2,075,850
66.	Jos. Schlitz Brewing	1,884,170	1,850,150
67.	Sun Oil Co.	1,849,770	2,038,840
68.	Associated Products	1,834,890	1,956,140
69.	Hertz Corp.	1,811,910	1,915,420
70.	Standard Oil Co. (Ind.)	1,765,030	1,767,900
71.	Vic Tanny Enterprises	1,758,030	1,277,630
72.	Hills Bros. Coffee	1,706,010	1,125,760
73.	Parker Pen Co.	1,705,620	1,317,120
74.	Pacific Tel. & Tel.	1,697,230	1,243,960
75.	Drug Research Corp.	1,678,690	2,742,900
76.	Piel Bros.	1,677,690	1,487,830
77.	General Motors	1,646,820	1,370,030
78.	Great Atlantic & Pacific Tea	1,631,390	1,125,780
79.	Phillips Petroleum	1,619,830	1,325,310
80.	Texize Chemicals	1,616,270	5,360,900
81.	Pharma-Craft Corp.	1,597,570	1,973,510
82.	Liggett & Myers	1,542,980	2,948,590
83.	Lanolin Plus	1,524,800	3,047,290
84.	Plough	1,516,010	1,405,460
85.	Scott Paper Co.	1,503,190	1,011,750
86.	Helena Rubinstein	1,475,610	1,920,480
87.	Amer. Motors Corp. Dealers	1,464,870	774,330
88.	Safeway Stores	1,454,360	1,430,470
89.	Chesebrough-Pond's	1,446,150	1,419,880
90.	Burgermeister Brewing	1,441,850	1,053,680
91.	Chrysler Corp. Dealers	1,404,150	1,024,090
92.	B. C. Remedy Co.	1,387,480	782,710
93.	United Vintners	1,386,970	1,004,280
94.	Aerosol Corp. of America	1,377,270	†———
95.	American Motors	1,361,320	1,153,770
96.	P. Ballantine & Sons	1,350,480	1,216,730
97.	Minnesota Mining & Mfg.	1,350,430	501,010
98.	Miller Brewing	1,350,100	511,110
99.	Ex-Lax	1,342,060	1,056,470
100.	Standard Oil Co. (Cal.)	1,332,990	1,224,100

†Not in spot tv report for 1959.

P&G Increases Lead in Spot TV; Tops $55,000,000

(Continued from Page 1)

budget went to Maxwell House and Yuban coffees, but there were 37 other GF products in the medium.

- In third place, Lever Bros. divided $16,500,000 among 35 products, with the largest amounts going to Lipton tea, Stripe toothpaste and Imperial margarine.
- Colgate-Palmolive Co., in fourth position, cut back about $2,500,000 from the previous year, for a total of $11,400,000, shared by 29 products. Biggest share—$3,580,000—went to Colgate dental cream.

■ The No. 1 brands in terms of billings were Wrigley's chewing gum brands, which got all of William Wrigley Jr. Co.'s $7,810,000. Second heaviest spot tv advertised brand was Lestoil's all purpose cleanser, with $7,107,000.

Runners-up in brand spending were Maxwell House coffee, Kellogg cereals, Duncan Hines cake mixes, Mr. Clean, Alka-Seltzer, Kent cigarets, Ford cars, and Yuban coffee.

Three names in the top 100 companies in the medium—Simoniz Co., Welch Grape Juice Co. and Aerosol Corp. of America—didn't use spot television at all in 1959.

■ Among the companies which sharply increased their budgets in 1960 were P. Lorillard Co., Hunt Foods & Industries, Canadian Breweries and Mennen Co.

In addition to the usual data on per company and per brand spending for the year, the latest annual report included a number of comparisons with spot tv as it was five years ago. Some of the most noteworthy developments during that period:

Top 10 Brands in Spot TV: 1960

	Brand	Gross time charges
1.	Wrigley chewing gums	$7,810,220
2.	Lestoil liquid detergent	7,106,920
3.	Maxwell House coffee	6,567,560
4.	Kellogg cereals	5,754,160
5.	Duncan Hines mixes	5,738,070
6.	Mr. Clean	5,043,250
7.	Alka-Seltzer	4,845,750
8.	Kent cigarets	4,666,550
9.	Ford cars	4,629,720
10.	Yuban coffee	4,615,130

- The No. 1 advertiser trebled his budget, while the average advertiser increased his budget by almost 80%.
- Most of the medium's growth came from announcements and participations, which went up 75%, against gains of 42% for identification breaks and a little-changed position for spot program expenditures. #

'Ideas Unlimited' Adds Brooks

Ideas Unlimited, Chicago magazine featuring low-budget ideas for young people's group projects, has appointed Carolyn Brooks, 2694 Sacramento St., San Francisco, its West Coast representative.

Indiana Concrete Names Ruben

Indiana Concrete Masonry Assn. has named Ruben Advertising Agency, Indianapolis, to handle its advertising. The first campaign will break May 7. Ads will encourage builders to offer homes which include basements. The drive will tie in with a contest asking entrants to complete the statement, "I prefer a basement because . . ."

ROP Color comes of age

TODAY, some 1000 newspapers with over 80% of all total daily U.S. newspaper circulation, now offer ROP color with all its eye-catching power and sales-making persuasion. Coupled with the fact that 88% of the nation's families get one or more newspapers every day, this magnificent resource of color now gives advertisers their greatest sales-promotion bargain in history—

the ability to tell their advertising story WHERE it will be most productive, in the SIZE most practical, in any or all of the COLORS desired, at the moment when IMPACT will definitely be the hardest.

All this is possible with ROP color at a fraction of a cent per family!

The modern 1961 newspaper offers superlatively fine production of ROP color, assured by CERTIFIED BLUE RIBBON MATS.

CERTIFIED DRY MAT CORPORATION
555 Fifth Avenue, Department D,
New York 17, N.Y.

Certified
BLUE RIBBON MATS

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

Business Week Now Offers...

"Instant" Closing for your Announcement Advertising

PLATES ON TUESDAY... "IN-THE-MAIL" THURSDAY

Business Week builds a better mousetrap. Now advertisers with urgent announcements can reach Business Week's management readers with unprecedented last-minute, same-week speed. Effective immediately, Business Week will accept two pages of advertising each week on the following basis:

Reservation on Monday. Plates on Tuesday. In-the-mail Thursday. In-subscribers'-hands beginning Friday morning. All in the same week. This, we believe, is the fastest short-notice ad closing offered by a major national magazine.

Here are details on Business Week's new "Short-Notice Ad Closing":

Deadline for Reservations: Monday at 4 p.m. Our Business Department in New York must have your reservation, at the latest, by 4 p.m. on Monday of week-of-issue. For quickest service, write or phone K. D. Reynolds, Production Manager, Business Week, LOngacre 4-3000, 330 West 42nd Street, New York 36, N. Y.

Deadline for Plates: Tuesday at 1 p.m. To meet our "Short-Notice Closing," your plates must be in the hands of our Production Manager, in our New York office (Room 3000), by 1 p.m. on Tuesday of week-of-issue, at the latest. (Sorry, no extensions possible.)

Acceptable Units: Black-and-White Page or Spread. Business Week can accommodate a maximum of two pages per week on a "Short-Notice" basis: either two single black-and-white, non-bleed full pages, or one black-and-white two-page spread (gutter bleed only). Only complete plates can be accommodated. Corrections, additions, or plate refinements are not possible on so fast a schedule.

Price: A premium of 10% will be charged over and above regular advertising space rates for the "Short-Notice" closing service. Agency commission applies to premium.

Business Week's new "Short-Notice Closing" enables advertisers to break quickly with announcements that depend on fast timing: advertising connected with current news events...urgent policy statements...important model changes, etc. And these advertisements will be seen the same week by the most concentrated management audience in the general-business and news publication field. These are the men whose "yes" is required in the purchase of your product . . . whose opinion of your company influences its future.

BUSINESS WEEK

USE BUSINESS WEEK ...WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN ...ON "SHORT-NOTICE"

BUSINESS WEEK, 330 W. 42 St., N. Y. 36, N. Y. • A McGraw-Hill Magazine

VOGUE is the active verb in fashion's language . . . and fashion is the most active agent you'll find in selling. For example, VOGUE foresaw a new strength in pinks last year. And the result of VOGUE's promoting of new pinks is the great pink wave you see sweeping the country now. The chemical people poured pink of every shade into

VOGUE starts . . .

dyers' vats; pink added new colour to the fabric business; pink delighted the designers; it's the runner with retailers who are selling it to women all over America. The point here is not just pink... but how a fashion idea can create a great dollar surge. VOGUE's got the fashion authority that starts buying trends . . . and best of all it rubs off on you, when you sell your products in VOGUE... a Condé Nast Publication, 420 Lexington Avenue, New York 17, N. Y.

sells...snowballs fashion

VOGUE
the magazine of fashion action

ARF Sets Up Group to Study Audience Measurement

In his April 20 letter to tv-radio editors, Robert W. Sarnoff, NBC chairman, revealed that at NBC's suggestion, the Advertising Research Foundation, New York, has appointed a committee to study the feasibility of setting up an industry-wide office of research methodology to seek to improve the techniques of broadcast audience measurement.

Mr. Sarnoff pointed out that the creation of such an office was one of the main recommendations of the ratings study group set up by the house interstate and foreign commerce committee. He noted that NBC had tried to launch such a project in 1955.

Imprinting Service

Let us personalize your national advertising by imprinting it with the names, addresses, and trade marks of local distributors. We handle tabloids, magazines catalogs, booklets and folders in runs of all sizes.

SERSEN'S IMPRINTING INC.
120 So. Sangamon St.
CH 3-2050 Chicago 7, Ill.

Collinite Names Barlow

Collinite Chemical Co., Utica, which plans to increase its distribution of auto waxes and cleaners throughout the U.S., has named Barlow Advertising Agency, Syracuse, to handle its advertising.

Stone & Simons Appointed

Stone & Simons Advertising, Detroit, has been named agency for Carroll, Finch, Hutzel & Co., mortgage house.

Lukens Steel Ads Aim to Fix Identity as Plate Specialist

COATESVILLE, PA.; April 28—Lukens Steel wants to establish its identity as a specialist in the manufacture of plate steel.

Lukens, which makes only plate steel, is therefore launching a new campaign this week, featuring impressionistic photography by Paul Weller, a leading fashion photographer.

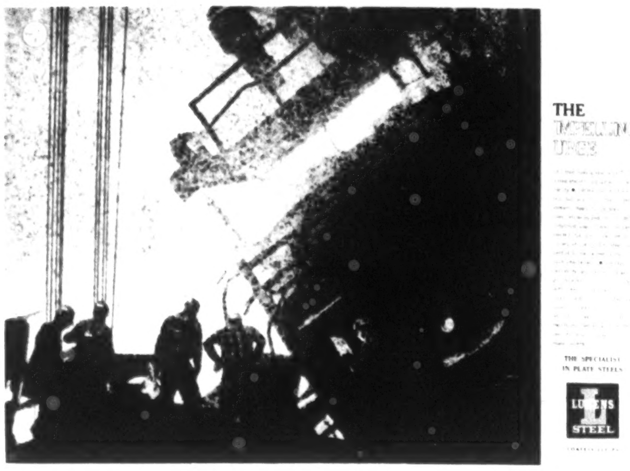
The Weller photographs will dominate a series of six four-color bleed spreads scheduled for *Business Week, Chemical Engineering, Engineering News Record, Iron Age, Metal Progress, Oil & Gas Journal* and *Steel*.

The April 29 *Business Week* will carry the first insertion, showing the inside of a steel mill and copy pointing up Lukens as the "Specialist in Plate Steels."

This identifying slogan, "Specialist in Plate Steels," also is being incorporated by Lukens in all its promotional materials, including letterheads and signs on its trucks.

- Research being conducted by two of the books on the schedule is expected to provide Lukens with a measurement of the effectiveness of its campaign. Before the campaign started, *Business Week* and *Iron Age* surveyed their subscribers, giving them a list of steel companies and asking which company they thought of as a specialist in plate steel. A similar survey will be made after the campaign has been completed.

J. M. Mathes Inc., New York, is the Lukens agency, with Roger Peterson serving as account executive. Lukens will now be billing about $250,000 annually at Mathes.



ESTABLISHING IDENTITY—*In a dramatic change for an industrial advertiser, Lukens Steel uses fashion photographer Paul Weller in first ad in a new campaign designed to establish itself as "the specialist in plate steels." J. M. Mathes Inc. is the agency.*

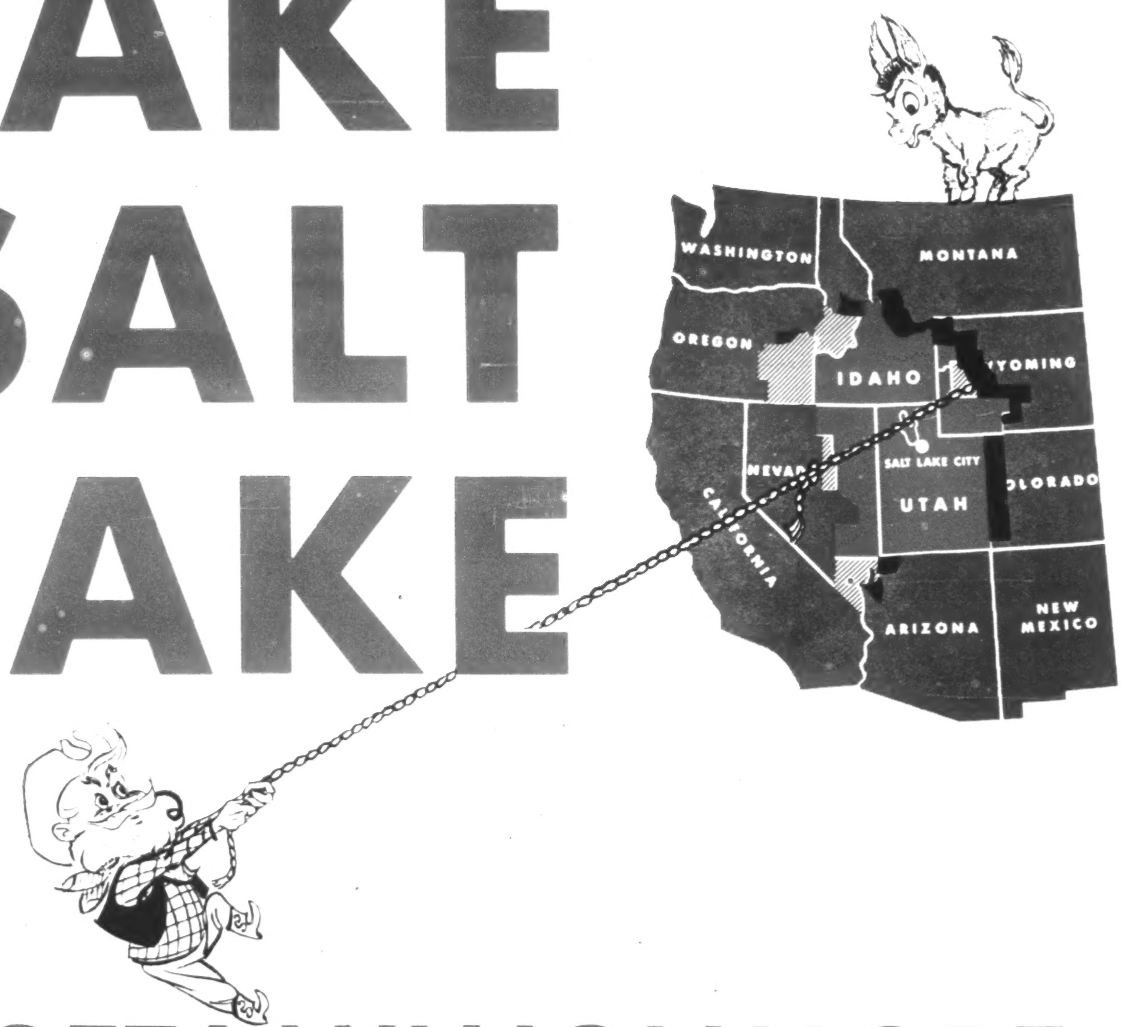
Axelsen, Finlayson Merge

Axelsen Advertising Agency, Salt Lake City, and Finlayson-Brown Advertising, Salt Lake City, have merged to form Axelsen, Finlayson & Brown, with offices in the Continental Bank Bldg. Principals of the merged agency are Thomas H. Axelsen, president and agency manager; and Campbell M. Brown and Robert M. Finlayson, vps. The combined agency will service 23 accounts.

Merrimac Agency Adds Two

Trumbower Industries, Pardeeville, Wis., manufacturer of aluminum products, and Badger Village Development Co., Baraboo, Wis., housing developer, have appointed Southern Wisconsin Advertising Agency, Merrimac, to handle their advertising.

TAKE SALT LAKE



GETAMILLIONMORE

(GET A MILLION MORE)

If 1½ million is a "must" market — SALT LAKE is a must!

The two Salt Lake dailies give you a rope that reaches a half-million consumers in the metropolitan district *plus a million more* in the outlying area. This market of 1½ million is tied together by tradition, geography and economic interest. It fills the marketing gap between Denver and the Pacific Coast.

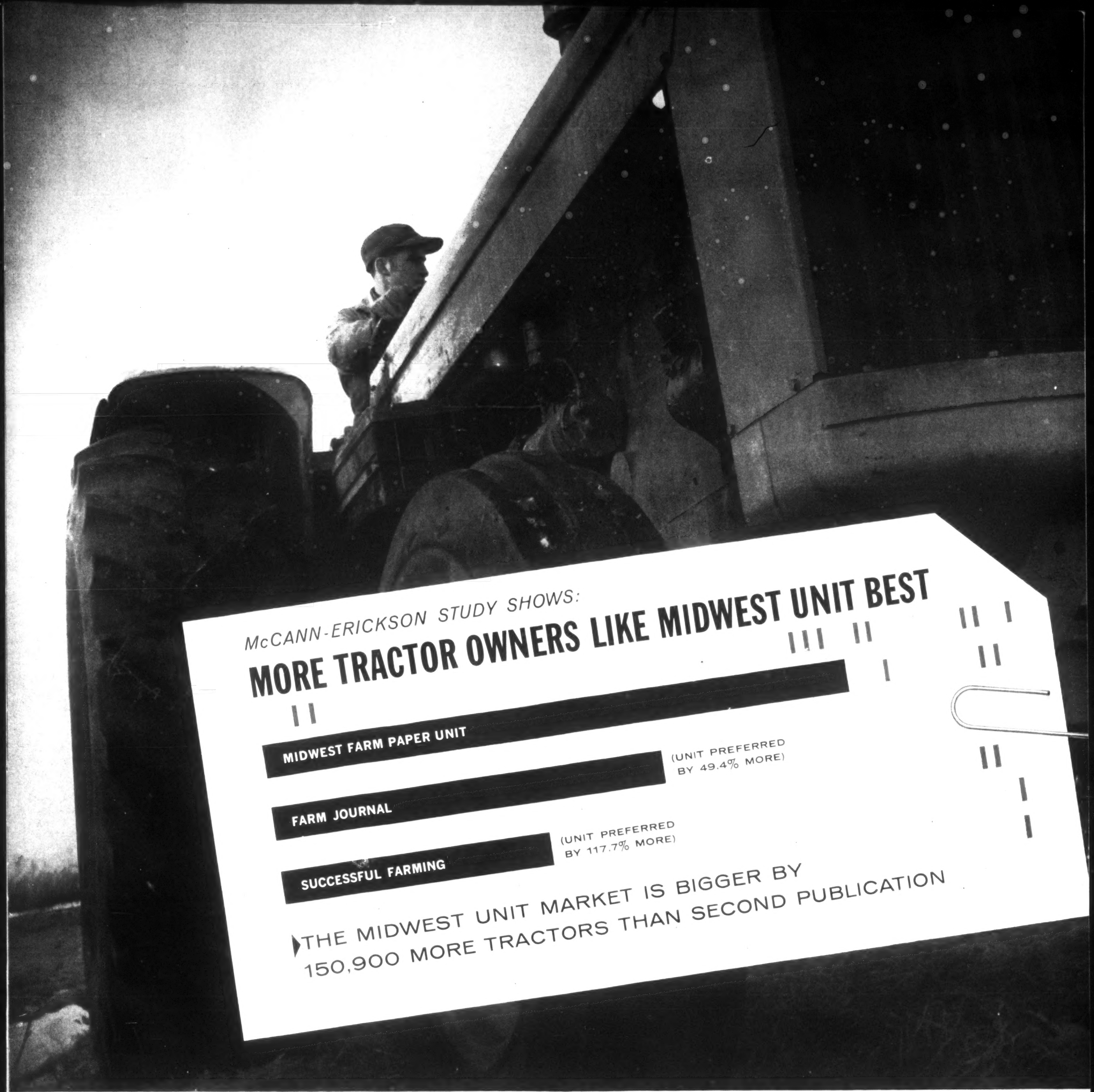
The Salt Lake Tribune (MORNING & SUNDAY)
NAC NEWSPAPER AGENCY CORPORATION AGENT
DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

Stamp of Approval

Stamp collecting isn't an inexpensive hobby. So when we tell you that in Stamp Advertising The Mirror in six short months has climbed to third place among New York's seven dailies you have further proof that The Mirror has the cream of the mass market.

Make The Mirror a MUST!



Your Unit bonus: **Top choice with top income farmers**

In every classification—swine, dairy, poultry, corn, cropland, tractors, trucks—total preference and preference of the top producers go to Midwest Farm Paper Unit. The new McCann Erickson study is packed with useful, unbiased facts and figures. It gives you a new measure of your sales potential in "the world's richest farm market"—a new gauge of effective advertising coverage. Write your nearest sales office for a free copy of this eighty-two page study now.

The UNIT STATES OF AMERICA

N DAK MINN WIS S DAK IOWA NEB ILL IND

MIDWEST UNIT *Farm Papers*

Nebraska Farmer · Wisconsin Agriculturist · Prairie Farmer · Wallaces Farmer · The Farmer

MIDWEST FARM PAPER UNIT

SALES OFFICES AT: 35 E. Wacker Drive, Chicago 1 • 250 Park Ave., New York 17, New York • 110 Sutter St., San Francisco 4 159 S. Vermont Ave., Los Angeles 4.

Industrial Ads Must Equal Consumer Ads in Appeal, Says Alcoa's Sharp

Repetition of a Few Good Ads Better than Many Mediocre Ones, He Says

CLEVELAND, April 28—To be effective, industrial ads must be as attractive as consumer advertising.

To make them that way, bigger industrial ad production budgets, or else concentration of the available money on fewer but better ads, was urged here today by Jay M. Sharp, manager of general advertising of Aluminum Co. of America and board chairman of the Assn. of Industrial Advertisers.

Mr. Sharp spoke at the awards luncheon of Associated Business Publications *(see Page 3 for a report on the industrial awards)*.

Industrial advertising is "as good as it ever was and no better than it ever was," but the customers have changed so much that it is no longer adequate to influence them, he said.

■ Buyers of industrial goods are "smarter, more sophisticated, more literate, more selective, and more bombarded with advertising than ever before," according to Mr. Sharp.

Industrial ad production budgets should be comparable to the budgets set for the preparation of consumer ads, because both types of advertising are directed to people, he said.

"If the industrial buyer is a human being first of all—and the evidence seems to show that he is—why do companies spend thousands of dollars on full color photographs and artwork and carefully designed layouts for consumer ads, and then turn around and try to influence the same reader with a $25 wash drawing and a $15 layout when they advertise in an industrial publication?" Mr. Sharp asked.

"You can't seem to get people to realize that if it takes first class design and pictures to put over a story in the consumer publications—and it does—it takes equally fine visualization and graphics to make the story stick in the business publications, where the big ticket items are for sale," he said.

"Many of us would be better off to cut the space budget and put more money in the production budget," Mr. Sharp said.

Fortunately, the production costs of most ads can be distributed over many insertions by repeating good ads, with little or no loss of readership, he said.

■ "Wouldn't it make more sense, then, when no customer support or seasonal considerations are present, to spend adequate money on three or four ads that do justice to the advertisers, and repeat them, instead of spreading the money in an inadequate attempt to do a dozen ads with mediocre copy, design, type and illustration?" Mr. Sharp asked.

Mr. Sharp said that much of industrial advertising today is hardly "worth the paper it is printed on. We have got to do better with our industrial advertising, and I think we can," the AIA board chairman said.

According to him, industrial ads must have a better appearance, not only to compete effectively for attention with all other advertising but also to leave a good image of the advertiser, a factor that may have a determining effect on buying decisions in these days of little product difference.

■ "The readers of this advertising today are six lengths ahead and going away," he added. "The reader looks through the words we say in our ads and decides, by the way our ads look, what kind of company we are, and whether he wants to do business with us," he said.

Mr. Sharp said that the old practice of budgeting 20% of industrial ad space costs for production of the ads is outdated.

He told the publishers that they should not resist space cuts that will improve the quality of ad insertions but should, in fact, promote them, because "it's good business."

Mr. Sharp said magazines like *Fortune* and *The New Yorker* do well because of the high standards of the ads they carry. "Because they [the ads] are interesting and deliver a fine impression of the advertisers, they are effective. They generate more revenue for the advertiser, and, therefore, in the long haul, more for the publication," he explained.

"Even in the short haul, the publishers would lose very little if they promoted what all of them know—that the production costs of most ads can be spread over many insertions by repeating good ads," he said.

"In our own company, we have known the power of good design for some time," Mr. Sharp said. Alcoa is now ready to extend its design program "to consolidate our gains and crystallize our own thinking about the impression we want our advertising to make—the message we want it to deliver beyond the message in the copy," Mr. Sharp said. He reported that Alcoa has set up a committee to coordinate and administer the program and has retained Saul Bass as its design consultant. #

NEED EUROPEAN Photography?

Stahman
Darien, Conn. OL 5-4419

American photographer will be on assignments in Europe in June. Time available for limited additional assignments

In 6 Markets Reach & Sell Negro Buyers *Only* Through Rounsaville Radio!

The facts and figures prove that Rounsaville Radio is the ONE media—and the ONLY media—in six important markets that reaches and sells the Negro consumer! Sure, some read papers and magazines, others watch TV, but Rounsaville Radio—in these six markets—is THE media that speaks with the warmth and understanding that can be gained only in that personal, believable approach when one person speaks to another in the manner which they recognize. For Rounsaville Radio programs are 100% to Negroes with Negro performers. Remember, a proper part of your advertising budget must go to Rounsaville Radio or you completely miss the Negro consumer in these markets! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

ROBERT W. ROUNSAVILLE, *Owner-President*

First U. S. Negro Programmed Chain. First In Rating In Six Big Markets

WCIN—CINCINNATI. 5000 watts. Reaches 170,000 Negroes with a spendable income of $140,258,670. 23% Home owners. Spend 80% of income on food, drugs, personal care and other consumer items! WCIN Sells 'em!

WLOU—LOUISVILLE. 5000 watts. Reaches 158,000 Negroes with a spendable income of $127,405,400. Covers sixteen counties in Kentucky and Indiana. More Negro listeners than all other stations combined!

WVOL—NASHVILLE. 5000 watts. Reaches 124,000 Negroes with a spendable income of $82,400,000. Metropolitan Nashville is 31.4% Negro. Negro Pulse gives WVOL 20% *more* listeners than *all other* radio stations combined.

WYLD—NEW ORLEANS. 1000 watts. Reaches 294,700 Negroes with a spendable income of $218,483,000. Always ahead of *any* competition. Negroes number more than one-third of this market—Reach 'em with WYLD!

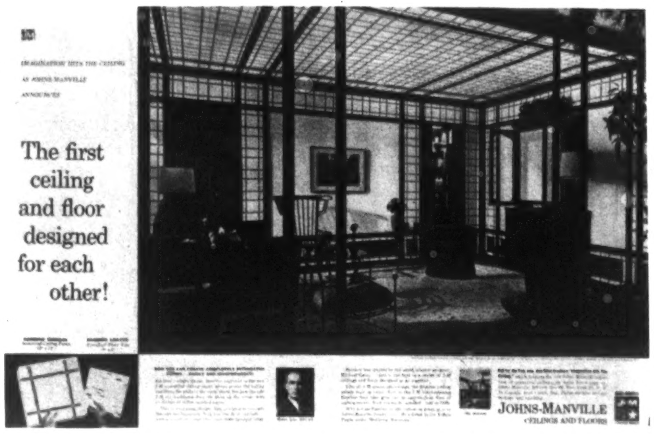
WTMP—TAMPA-ST. PETERSBURG. 5000 watts. Reaches 129,000 Negroes with a spendable income of $66,180,620! Negro Pulse gives WTMP almost TWICE as many listeners as *all other* stations combined! Impact with WTMP!

KRZY—DALLAS - FT. WORTH. 500 watts, 730 on the dial! Reaches over 350,000 Negroes with a high annual spending income. Serves 63 counties in N. E. Texas. You get real impact with KRZY!

buy one or all—discounts with two or more!

ROUNSAVILLE RADIO STATIONS
3220 PEACHTREE RD. N.E., ATLANTA 5, GEORGIA

Phone CEdar 1-3000
ROBERT W. ROUNSAVILLE, Owner-President
HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l Rep.
DORA-CLAYTON, Southeastern Rep.


The first ceiling and floor designed for each other!
JOHNS-MANVILLE
CEILINGS AND FLOORS

CEILINGS TOO—*This color spread in the May 26 Life will introduce the Johns-Manville decorative ceiling and floor tiles as the company plans a renaissance of ceiling decoration.*

Johns-Manville Drive Stresses Tiles for Ceiling

NEW YORK, April 25—In a return to the art of ceiling decoration, Johns-Manville Corp. this spring will introduce a series of decorative acoustical ceiling tiles, coordinated with its floor tiles. They will be introduced in May and June in six magazines.

The ceiling is the most neglected area in a room, the company believes, although in the past it has often been one of the most decorated areas. Now with the public becoming more design and color conscious, the company decided the time was right for a "ceiling renaissance."

■ Michael Greer, an interior designer, was commissioned to design a collection of popular-priced panels, which would make the ceiling as decorative as the walls, draperies and other furnishings. His first four patterns are called Bamboo Trellis, Floral Tracery, Medallion and Architectural.

Consumer advertising for the new products will start in the May 26 issue of *Life* with a color spread, followed by a color page in the June 20 *Look*; a spread in the June 10 issue of *The Saturday Evening Post*; a spread in the June *Better Homes & Gardens* and pages in the June issues of *American Home* and *Sunset Magazine*. Another series of ads will run this fall.

■ Theme of the ads will be "Imagination Hits the Ceiling." The spreads will also be headlined, "The first ceiling and floor designed for each other." The ads will picture a room setting and will point out that for a 10x14′ room, the ceiling panels will cost about $39 and the floor tiles about $33. The ads also will offer a color brochure picturing other room settings.

Cunningham & Walsh is the agency. #

'Titans' Blamed in California Gas War

SACRAMENTO, April 25—A gasoline price war raging in Southern California since January is primarily the result of entry into the state of big eastern oil companies, Stanley Mosk, state attorney general, charged last week.

Mr. Mosk, whose office just completed an investigation into the price battle, found no violation of the state's anti-trust laws, since consumers so far "have benefited from the lower prices." However, he recommended that the California unfair practices act be amended to curb price rebates by suppliers to dealers.

The Mosk report also predicted the gradual elimination of the state's independent gasoline marketers as the result of a large-scale invasion of the California market by out-of-state "titans of the gasoline industry." These include virtually all of the major oil companies in the U.S., he said. #

Quebec Sets $475,000 Budget

Quebec Tourist Bureau reports that Quebec's outlay on advertising in U.S. publications to promote tourism will total $475,000 this year. Robert Prevost, director of the Quebec Tourist Bureau, said last year's $375,000 campaign attracted more autos in August, 1960, than in August, 1959 and that an estimated $14,000,000 was spent in the province by tourists in that month alone.

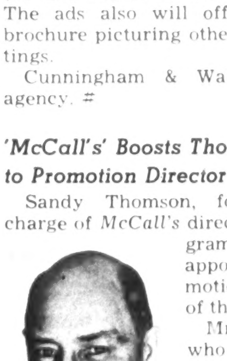
IT'S **BACON'S** for **COMPLETE COVERAGE** of **MAGAZINES!**

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER **—now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!**

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

'McCall's' Boosts Thomson to Promotion Director



Sandy Thomson

Sandy Thomson, formerly in charge of *McCall's* direct mail program, has been appointed promotion director of the magazine.

Mr. Thomson, who joined *McCall's* in 1959, earlier was with Time Inc. for ten years. *McCall's* promotion had been included among the duties of Stanley Frankel, a vp, who will leave the company before June 1 (AA, April 24).

advertising
speaks
for itself

Prepared by Bozell & Jacobs, Inc.

Fine. Who sharpens your people?... The Advertising Federation of America works continually to sharpen the skills of those who sell this nation's products and services. > All year round, nearly every business day, one or more of the 180 advertising clubs of the AFA and the Advertising Association of the West across the country participate in workshop sessions or in advertising and marketing clinics. > From June 11-23, AFA will hold its annual Advanced Management Seminar in Advertising and Marketing, supervised by faculty members of the Harvard Graduate School of Business. At these seminars, advertising executives sharpen skills, gain scope, by working with management problems in which advertising is a vital element of the overall operation. For details, write AFA. > Participation in these programs makes for more effective businesses and a more vigorous economy. You have a stake in this economy. To further your business interests, join AFA-AAW and lend this study program your leadership. You will profit from it.

PREPARED BY
THE ADVERTISING FEDERATION OF AMERICA
655 MADISON AVENUE NEW YORK 21, NEW YORK
FOR THE AFA AND
THE ADVERTISING ASSOCIATION OF THE WEST
FERRY BUILDING SAN FRANCISCO 11, CALIFORNIA

The Advertising Federation of America and the Advertising Association of the West and their 60,000 members marshal the forces of the advertising industry to protect its freedoms, to promote education in, for and about the profession, and to conduct public service activities through its media.

BELIEVABILITY

Whatever else is built into advertising, the results rest on

BELIEVABILITY

For advertisers in the San Francisco market, the EXAMINER offers the priceless plus of Reader Confidence.

Do not think, however, that such confidence implies a stiff-necked or circumscribed editorial attitude. On the contrary, the EXAMINER is a dynamic newspaper—an innovator; a developer of new writers and both an explorer and exploiter of new ideas. But never does it sacrifice FACT for sensationalism nor confuse stunts and contrived situations with hard core news reporting!

Against such a background of editorial integrity, your advertising gains ready acceptance from the broad readership of such intelligent, discriminating and knowledgeable people who would naturally be attracted to this kind of newspaper.

Perhaps this is why more advertisers—Retail, National and Classified—find the EXAMINER is the most profitable way to move merchandise in the San Francisco market.

San Francisco **BELIEVES** in the

EXAMINER

Tells More—Says It Better!

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

Rosy
Grand Referendum National
Rosy

MAKE YOUR VOTE COUNT—*Rosy, French bra manufacturer, is holding a national referendum, promoted with spreads in women's magazines, on the "1962 silhouette." All French women are invited to go to their Rosy dealer and fill out an entry blank in which they can vote for one of eight bra models, each apparently delivering a different shape. Thousands of prizes, headed by three Florides (the Renault Caravelle), are being offered.*

Combined Billing of 195 Agencies in 7 Networks Reaches $528,000,000: Long

CHICAGO, April 25—Gross billings (including fees treated on a capitalized basis) of the 195 member agencies of the seven agency networks at the end of 1960 were $528,000,000, up 35% from $391,000,000 at the end of 1959.

These figures are cited as evidence of the accelerating growth of agency networks by W. H. Long, consultant, in his "1961 International Directory" of members of advertising agency networks.

The seven networks are Affiliated Advertising Agencies Network, Continental Advertising Agency Network, First Advertising Agency Group, Mutual Advertising Agency Network, National Advertising Agency Network, National Federation of Advertising Agencies and TransAmerica Advertising Agency Network.

According to Mr. Long, member agencies operate 233 main and branch offices, with headquarter offices of the agencies located in 37 of the 50 states. They employ some 7,017 men and women, including principals, and service about 6,186 clients. Annual billings of members range from $250,000 to $11,500,000.

The "only official annual chronicle" of the 33-year-old agency network movement, the Long directory contains complete mailing addresses and telephone numbers of all 233 member offices and lists 96 cities in the U.S. and 21 in Canada offering membership possibilities.

■ Mr. Long points out that more than one-third of the network members are members of the American Assn. of Advertising Agencies or its Canadian equivalent. Of the network members, 177 are located in the U.S., five in Canada, and 13 in other foreign countries, according to the directory.

The networks range from 16 to 58 in number of members, from 1932 to 1950 in founding date, and from 267 to 1,873 in number of clients. The last figure, for the Affiliated Advertising Agencies Network, does not include clients of Dentsu Advertising, Japan, a member.

The directory is available at $5 a copy from Mr. Long, 5347 N. Santa Monica Blvd., Milwaukee 17, Wis. ≠

Evans Agency Adds Four to Staff, Two Accounts

Emmanuel A. Floor, account executive, has joined the Salt Lake City office of David W. Evans & Associates, along with Ralph Harding, artist, and Tom C. Korologos, copywriter. In addition, Howard Shapiro has been named account executive in the agency's Seattle office. Mr. Floor was director of sales development and promotion of KSL-TV, Salt Lake City. Mr. Harding was a free lance artist. Mr. Korologos formerly was on the sports staff of the *Salt Lake City Tribune*. Mr. Shapiro was an account executive at Don Clark & Associates, Seattle.

The agency's Portland office has been named to handle advertising for two accounts: Mears Controls Inc., Beaverton, Ore., manufacturer of thermostats for residential commercial and industrial installations; and for the new New-Port line of New-Port Furniture, Portland, a division of Portland Furniture Mfg. Co.

CBS Expects Good Year: Costs Restrict Profits

William S. Paley, chairman of Columbia Broadcasting System, New York, in answer to a stockholder's query at the annual meeting April 19, indicated that rising sales cost has kept the growth of earnings from keeping pace with sales gains. Other factors which he said lowered the CBS net were the substantial discounts earned by major network tv users, heavy investments on television audience research projects, and high advertising, selling and sales promotion expenses for Columbia Records.

Frank Stanton, president of CBS, reported that preliminary figures for the first quarter of 1961 show increased sales in six out of eight operating divisions, with sales for the company as a whole up over the first three months of 1960. He predicted that sales for the year will pass the 1960 level "if the general economy improves this year as most economists expect."

Diddel Elected President

Andrew G. Diddel, a former vp at Kudner Agency, has been elected president and chief executive officer of Management Development Inc., New York. Mr. Diddel has been a director of the company, which provides management, marketing, personnel and public relations services, since its founding in 1953.

Lewis, Scheck Merge

Scheck Advertising Agency has joined with Lewis Advertising, Newark, and will operate as an affiliate. E. Grant Scheck is president of the affiliate.

THINGS ARE DIFFERENT
in public schools

The field of education is divided, necessarily, into two distinct and separate major markets . . . public primary and secondary school systems—public and private colleges and universities. Each market has its own plant and operational

AGE OF THOSE SERVED	6-17
PLACE OF RESIDENCE	Small radius from school house; within school district.
FINANCING	Immediate community taxation, usually with state aid.
PUBLIC RELATIONS	The community immediately within the school district contains the entire target of all public relations. Tax support must be voted locally.
LEGAL ASPECTS	Local control within state laws.
CONTROL & MANAGEMENT	By chief administrator and staff responsible for both curriculum and business.
PHYSICAL PLANT	Single building or cluster in "branch" units under principals (branch managers). Units widely separated.
HOUSING	None
FEEDING	Approximately half of schools have cafeterias serving simple lunches for children and teen-agers.

THE PUBLIC SCHOOL MARKET
is a separate, completely identifiable market which, for 33 years, has been
served with distinction by

THE Nation's Schools

F. W. DODGE CORPORATION
A McGraw-Hill Company

WRITE FOR DETAILS:
1050 MERCHANDISE MART, CHICAGO 54, ILLINOIS

OTHER OFFICES:
New York • Cleveland • San Francisco • Los Angeles

THINGS ARE DIFFERENT
in colleges

problems and characteristics (some of which are outlined below) and each must be reached individually for complete sales effectiveness. No single magazine provides adequate editorial service or coverage in *both* markets.

17-22

Except for city colleges, students come from anywhere.

Tax-supported colleges financed by state (sometimes city or county), tuitions.

Privately supported colleges financed by contributions from anywhere, by tuitions, and by investments from endowment funds.

The college community is wherever students and alumni live. Public relations must reach and encourage support on a voluntary basis from this widely scattered group. State universities are supported mainly by state funds included in state budgets.

Tax-supported schools governed by state (sometimes city or county).

Private schools by non-profit corporation under state charter.

Ordinarily by chief executive (president) aided by business manager and staff—sharp division between academic and business management, except in very small units.

Campus of many buildings with average of 500 acres. Often self-contained village, frequently with own power, streets, fire protection, police. Average campus under intensive maintenance: 400 acres.

Approximately a third of students are housed on campus in college-owned facilities. Many colleges also provide apartments for married students and faculty.

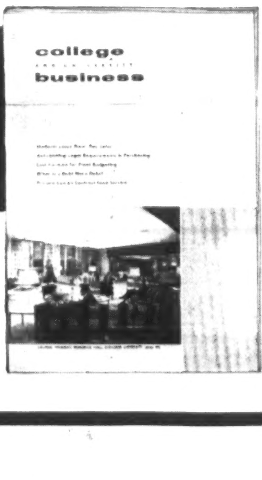
More than half the student body is fed three adult meals a day in college-owned dining halls. Campus also provides snack bars, soda fountains for odd-hour food.

THE COLLEGE MARKET
is an important and growing segment of
education which has been defined and
served exclusively by

college AND UNIVERSITY business

F. W. DODGE CORPORATION
A McGraw-Hill Company

WRITE FOR DETAILS:
1050 MERCHANDISE MART
CHICAGO 54, ILLINOIS



McCourt Hannon Richards

WINNER—*Winner of Purchasing's "publisher's cup trophy," Thomas Hannon, Midwest regional manager, joshes with Ray Richards, publisher, and Joseph McCourt, sales manager, as a golf contest wound up the meeting.*

Publishers' Surveys Are 'Suspect' . . .

Don't Be Conned Out of Competing, Arnold Tells 'Purchasing' Session

Space Salesmen Get Frank Answers from Ad Manager, 3 Agency Men

NEW CITY, N.Y., April 25—Problems besetting business magazine space selling got an airing here at a five-day sales meeting staged by *Purchasing Magazine*, of the Conover-Mast stable.

Three agency men and an advertiser took turns fielding queries from *Purchasing's* group of 18 salesmen. Wearing mortarboards and facing the barrage in quiz panel style were David B. Arnold, general partner of Gray & Rogers, the *Purchasing* agency; James S. Reifsnyder, director of media at Gray; E. S. Nuspliger, director of advertising of Metal & Thermit Corp.; and Robert Welborn, vp and account supervisor of G. M. Basford Co.

• Mr. Arnold told the salesmen: "Being competitive is not a dirty word in my book. You are paid to sell. Don't let anyone con you out of being competitive. At the same time, don't fall into the habit of telling little stories like, 'My Aunt Harriet just received her fourth subscription letter from X magazine. And Aunt Harriet is a little old lady of 79 who buys nothing more than Denture-Eze and smelling salts'."

• Mr. Reifsnyder sidestepped the word "competitive" ("It suggests a contest") and urged salesmen to base selling on a "comparative matching of values," especially in circulation.

"If you don't make sure I see your book's statement, you are remiss in your selling effort and doing me a disservice. Tell me if your circulation is [staying] with the growth, or perhaps decline of, certain industries and geographic areas," he said.

"For the sake of simplicity, your points of comparison should be transferred from audit reports and grouped." He added: "Be sure, though, to have the source on hand for verification," and exhorted salesmen to be versed in the audits' pertinent paragraphs.

• Mr. Nuspliger countered with: "There's no point in picking through variations in circulation unless your prospect is first convinced that your audience is an important influence in the sale of the product."

• As Mr. Welborn saw it, "From where I sit, you're selling us a service on which we can't afford to be wrong, or it's going to hit us in the pocketbook. In fighting for recognition, you have to register loud, clear and fast." He said that last week he counted 55 phone calls; 14 meetings; six dictation hours; 38 letters—mostly from publications—to read; and 12 business publications, some with client ads and some without.

"With the present extended or insufficient information, I need help—even if it is only a 3x5" card with pertinent data spelled out."

He said, "One of the best selling jobs I know is by a space rep who doesn't show up more than six times a year. But the first week of every month I get a short, two-line note from him, and attached are all the competitive ads running in his book that month.

■ "I've asked at least 25 reps to do the same thing, but so far nobody else has taken the suggestion. You sell me when you make my selling job easy," Mr. Welborn said. Salesmen, he said, should take about "15 or 20 minutes" and talk about one client at a time; keep a record of what's said to avoid "pat repeats"; define the magazine's editorial policy succinctly; show how its readers participate in buying decisions; provide tearsheets of key magazine editorial material for the agency's copy department to use as an "ad harmony" guide; and don't "confuse me with cost per 1,000."

CONCENTRATION—*The photographer caught this candid shot of Jack Morris, district manager of New York State and New England, during one of the meetings.*

Mr. Welborn labeled publishers' own surveys—along with advertising-to-editorial ratios that climb above 70-30—"highly suspect." He said, "We don't predicate advertising, plus or minus, on readership reports. The client's salesman is most important. If the advertising is helping him, this is utopia to any agency."

■ Some of the question-and-answer exchanges in the course of *Purchasing's* round robin included:

Q: "What is the best selling entre?"

Mr. Welborn: "Comparative analysis. We have no 'buying pattern' at Basford. We have some accounts where an account executive, ad manager, or media man says, 'This is it.' "

Q: "How can you tell who makes the decision?"

Mr. Welborn: "Ask."

Mr. Reifsnyder: "It should be a ritual for a salesman to make his own comparative review of competitive publications once a year."

Q: "Is there a trend, by agencies, toward quarterly or midyear reviews of schedules?"

Mr. Welborn: "Quarterly is unheard of. You're lucky to get it done once a year."

Mr. Nuspliger: "Unfortunately, sometimes reviews are made in a bad year. You ask yourself, 'Where do I pare?' "

Q: "Regarding 'suspect' studies, what about a client's independent study?"

Mr. Welborn: "We'd rate it higher. But you're not going to bring me a study by a manufacturer where you're rated third or fourth, are you?"

Q: "What evidence do you want of proof of readership?"

Mr. Reifsnyder: "There are many examples. There are reprint requests, letters to the magazine—they're still good—Starch, and other indications."

Q: "How does a salesman know what his competition is saying?"

Mr. Reifsnyder: "Ask—point blank."

■ The panel thought (1) that the thickness of a magazine had little relationship to ad effectiveness; (2) that publishers' special issues would get ad money more easily if salesmen integrated these in earlier, initial-budget talks; and (3) that, while selling is "an all-year proposition," in many cases the May-to-August period seems opportune.

JIM REIFSNYDER
DAVE

Nuspliger Reifsnyder Arnold Welborn

PANELISTS—*Panelists at the meeting included E. S. Nuspliger, Metal & Thermit Corp.; James S. Reifsnyder and David B. Arnold, Gray & Rogers; and Robert Welborn, G. M. Basford Co.*

LISTENER—*Ellsworth Brown, Pittsburgh regional manager, listens intently to speaker at the sales meeting.*

MEDIA SALESMAN IS VERSATILE FELLOW

DES MOINES, April 25—A definitive look at media salesmen—and what makes them tick—was taken here by John J. Veronis, vp and advertising director of *American Home*, who addressed the ninth district convention of the Advertising Federation of America.

A salesman's typical week, said Mr. Veronis, smacks of heterogeneity: In this period he might discuss the cake mix industry's consumer reactions and competition; plumbing fixtures; home furnishings chain retailer tie-ins; dog food audience characteristics; building products and the federal housing administration; automotive trends; appliance credit—and tack on agency copy chief sessions, plus account reviews with "our own sales manager."

■ He said media salesmen must "keep stretching their minds simply to keep pace with new products, campaigns, marketing strategies. I know of no other business which affords one so many opportunities for mental gymnastics."

Emerson Joins Hitchcock

Theodore D. Emerson has joined Hitchcock Publishing Co., Wheaton, Ill., as district manager. Mr. Emerson, formerly with "Thomas' Register of American Manufacturers," will represent *Machine & Tool Blue Book*, *Grinding & Finishing*, *Metropolitan Transportation*, and *School Bus Transportation* in eastern Michigan.

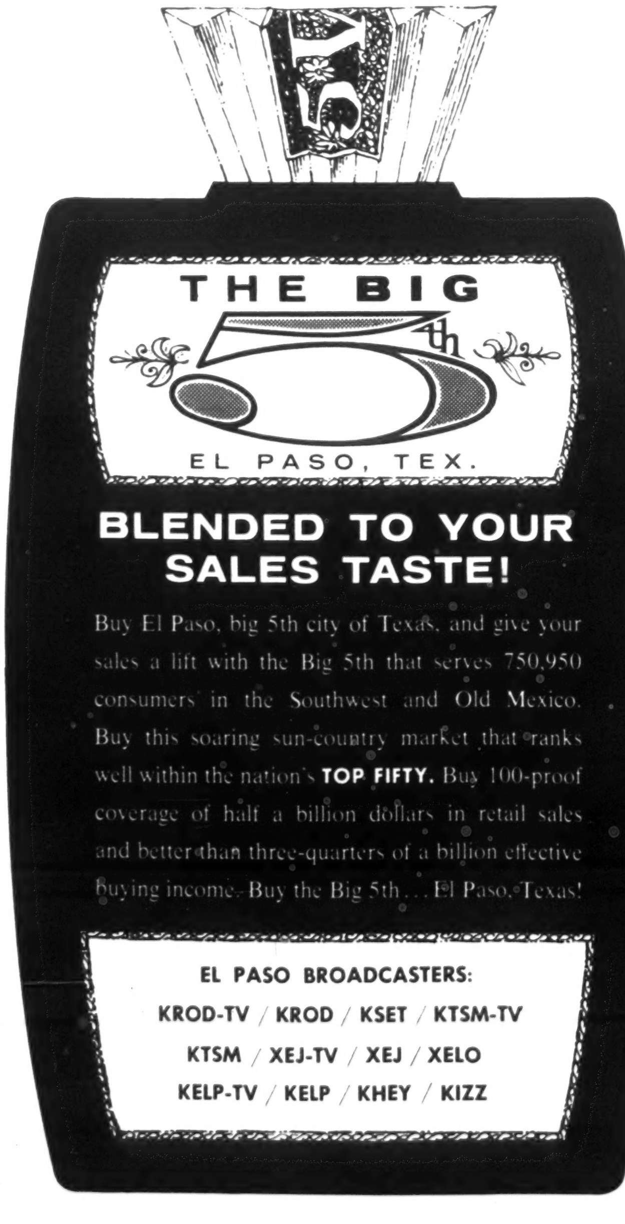
THE 14th MARKET IS "TWINS"

and only ONE newspaper covers the St. Paul "Half"*

*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York · Chicago · Detroit
San Francisco · Los Angeles
St. Paul · Minneapolis


THE BIG 5th
EL PASO, TEX.

BLENDED TO YOUR SALES TASTE!

Buy El Paso, big 5th city of Texas, and give your sales a lift with the Big 5th that serves 750,950 consumers in the Southwest and Old Mexico. Buy this soaring sun-country market that ranks well within the nation's **TOP FIFTY.** Buy 100-proof coverage of half a billion dollars in retail sales and better than three-quarters of a billion effective buying income. Buy the Big 5th . . . El Paso, Texas!

EL PASO BROADCASTERS:
KROD-TV / KROD / KSET / KTSM-TV
KTSM / XEJ-TV / XEJ / XELO
KELP-TV / KELP / KHEY / KIZZ

*
NOTICE
*

To advertisers, agencies and those to whom the ad at the right is of interest!

The ad published here is one in a current series prepared by The Houston Post, to tell the story of its position of leadership in the Houston market . . . one of America's most important.

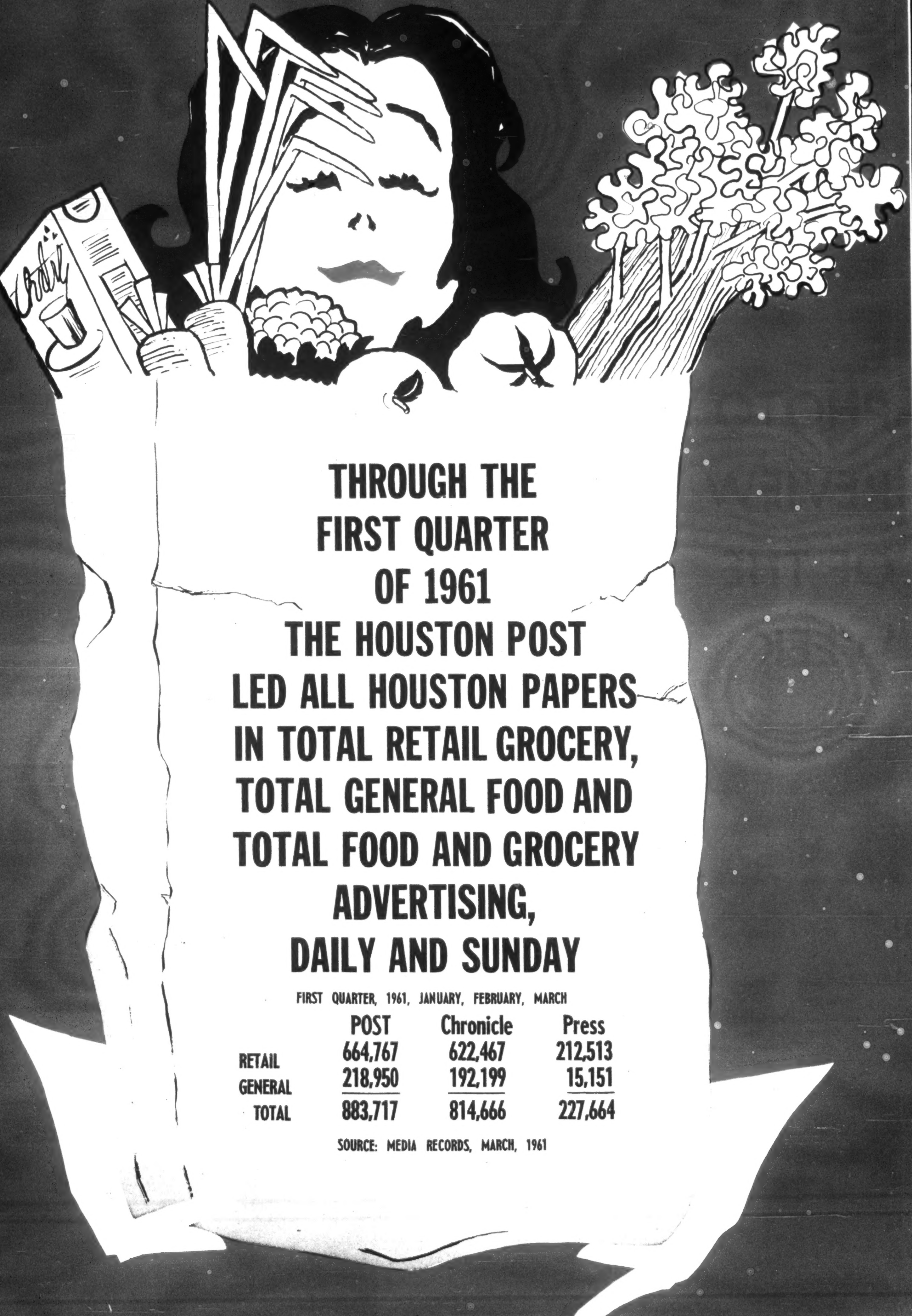
The sources for the material used are clearly indicated.

No figures have been taken out of context, none have been distorted in any way.

The reader will find the exact information quoted here can be obtained by referring to the categories in Media Records and to the current White Audits mentioned.

Because of the keen competitive nature of the Houston newspaper market, and because statistics play such an important part in reporting newspaper performance, the publishers of The Houston Post pledge themselves to the same accuracy in promotional reporting that they maintain in the daily reporting of news.

THE HOUSTON POST
Houston's Largest Newspaper
Daily and Sunday



THROUGH THE FIRST QUARTER OF 1961 THE HOUSTON POST LED ALL HOUSTON PAPERS IN TOTAL RETAIL GROCERY, TOTAL GENERAL FOOD AND TOTAL FOOD AND GROCERY ADVERTISING, DAILY AND SUNDAY

FIRST QUARTER, 1961, JANUARY, FEBRUARY, MARCH

	POST	Chronicle	Press
RETAIL	664,767	622,467	212,513
GENERAL	218,950	192,199	15,151
TOTAL	883,717	814,666	227,664

SOURCE: MEDIA RECORDS, MARCH, 1961

THE HOUSTON POST

Houston's Largest Newspaper, Daily and Sunday

Represented Nationally by Moloney, Regan and Schmitt

HOUSTON NEWSPAPERS
A.B.C. AUDIT REPORTS FOR
12 MONTHS ENDING 9-30-60

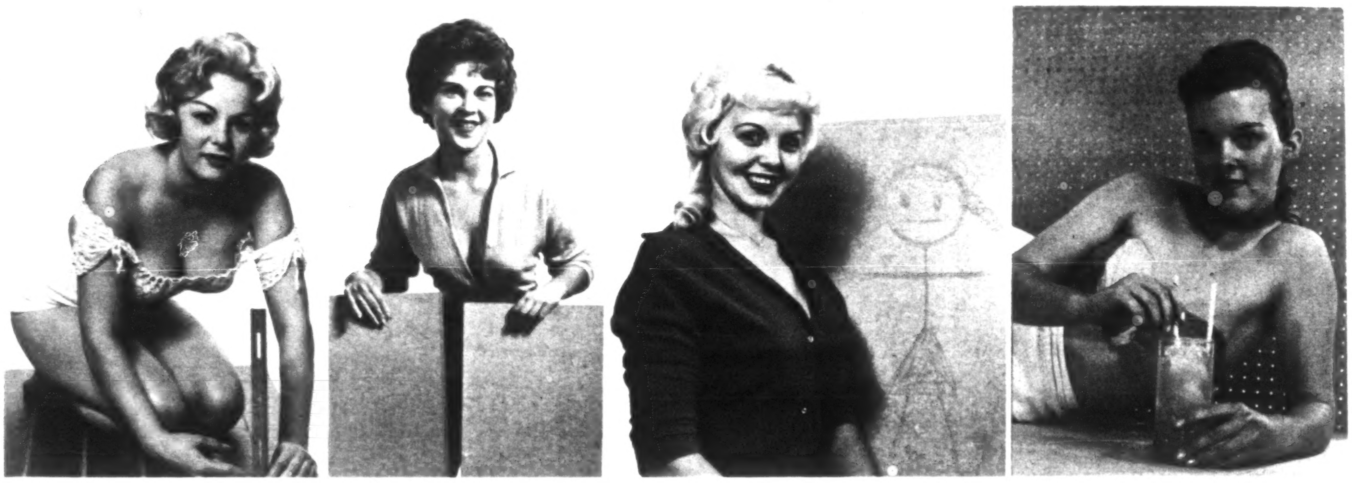
	POST	Chronicle	Press
DAILY	214,530	200,412	192,884
SUNDAY	222,978	226,944	

Chronicle and Press daily averages for 5 days. Post figures are 6 day average.

Mr. & Mrs. Chatfield
O'Neill Mr. & Mrs. Foreman Mr. & Mrs. Hagen Mr. & Mrs. Bonham Mrs. McWherter Mr. & Mrs. Panitt Mathews

GUIDE'S NIGHT—*TV Guide marked its eighth birthday by inviting hundreds of admen and their wives to "An Evening with Mike Nichols and Elaine May" and to a post-theater supper at nearby Sardi's West. Among the guests were Mike O'Neill, TV Guide; Mr. and Mrs. Robert Foreman, Batten, Barton, Durstine & Osborn; Mr. and Mrs. James Hagen, U.S. Steel Co.; Mr. and Mrs. George Chatfield, Benton & Bowles; Mr. and Mrs. Kenneth Bonham, American Home Products; Mr. and Mrs. Merrill Panitt, TV Guide; William E. Mathews, Young & Rubicam, and his daughter, Mrs. Joan McWherter. The marquee of the show read "An Evening with Mike Nichols, Elaine May and TV Guide."*

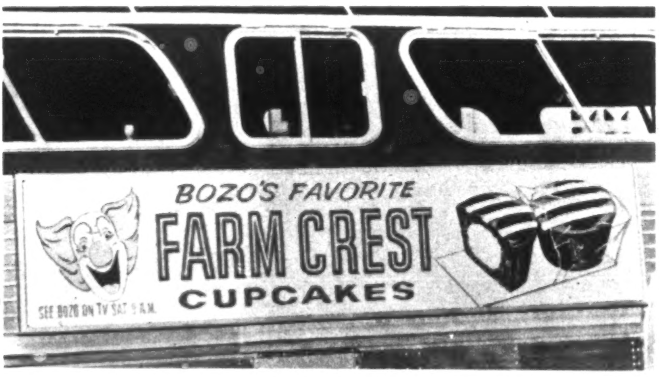
PHOTO REVIEW OF THE WEEK



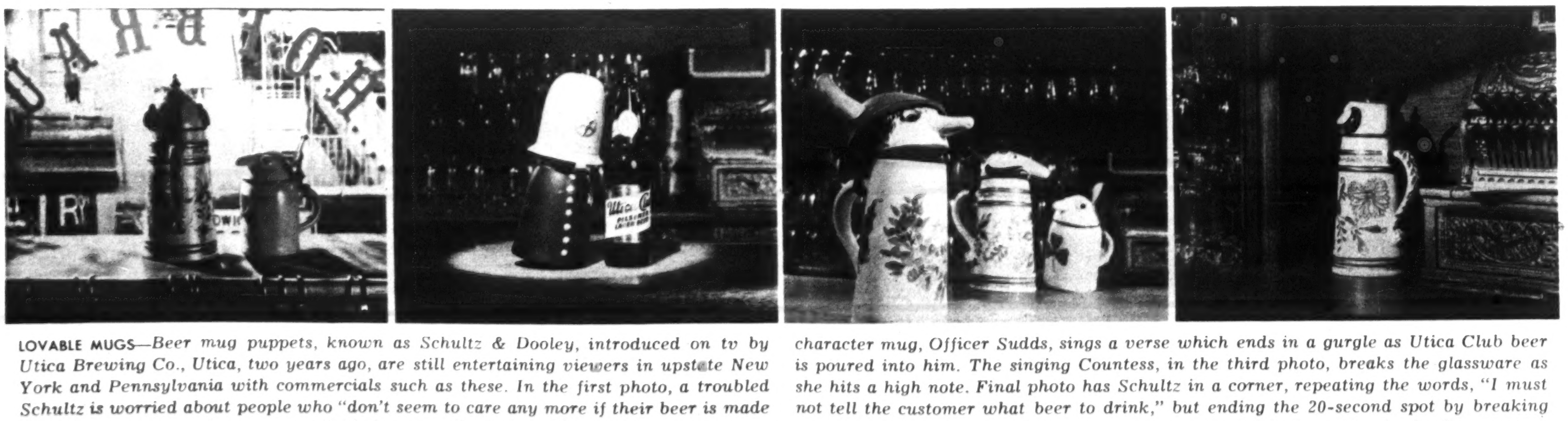
CONTEST—*Forest Fiber Products Co., Forest Grove, Ore., is in process of picking a model to act as Fanny Forest, which it has used in its promotions since February, 1954. Previously when a model has moved out of the area, the company has polled its dealers to pick a new one. This is the third new model to be picked. Readers are invited to make their own choice and compare it with the final choice the hardboard panel dealers will make in mid-May. AA will try to get the election results.*

Burka Shott Sonis Myers Golliday

WEST VIRGINIA BROADCASTERS—*Attending the West Virginia Broadcasters Assn. convention in Huntington were Mel S. Burka, secretary-treasurer of the group, and Mary Sonis, the association's executive director, both of WTIP, Charleston; John Shott, WHIS, Bluefield, president; Paul Myers, WWVA, Wheeling, vp; and Les Golliday, WEPM, Martinsburg, past president of the association.*



NO CLOWNING—*Farm Crest Bakeries, Detroit, which first placed its cartoon character, Bozo the clown, on Saturday morning tv in the area, has extended the campaign to king-size bus posters in Detroit and Flint. The campaign will run 12 months. LaRue, Cleveland Inc. is the agency.*



LOVABLE MUGS—*Beer mug puppets, known as Schultz & Dooley, introduced on tv by Utica Brewing Co., Utica, two years ago, are still entertaining viewers in upstate New York and Pennsylvania with commercials such as these. In the first photo, a troubled Schultz is worried about people who "don't seem to care any more if their beer is made from whole grain or from syrups; if it's been aged or it hasn't" until Dooley reassures him that people are coming back to "natural things." In the next commercial, another character mug, Officer Sudds, sings a verse which ends in a gurgle as Utica Club beer is poured into him. The singing Countess, in the third photo, breaks the glassware as she hits a high note. Final photo has Schultz in a corner, repeating the words, "I must not tell the customer what beer to drink," but ending the 20-second spot by breaking his promise. The puppet pitchers were created by Doyle Dane Bernbach; the commercials were produced by Farkas Films.*

1040
U.S. INDIVIDUAL INCO

CAN A NATIONAL LOTTERY EASE THE TAX SQUEEZE?

"Yes," says Congressman Paul Fino, in the May issue of TRUE. A national lottery can pour more than 10 billion dollars a year into the Treasury. That would mean a rebate of over one hundred dollars to every American taxpayer! Here is a subject that touches the mind and wallet of every one of TRUE'S 7,000,000 masculine, tax-paying readers.

Such timely articles reveal the universality of the TRUE man's tastes. He looks to TRUE each month for information and enjoyment in every field of masculine interest, including TRAVEL, SPORTS, ADVENTURE, APPAREL, HISTORY, HUMOR, GOOD LIVING, CONTROVERSY.

Such vital, interested readers—and they comprise the largest all-male audience in the world—are a trove for treasure-hunting advertisers. The TRUE man is young . . . on the way up . . . willing to listen to man-talk. If your product is designed for men, you'll find it a definite advantage to join the many satisfied major advertisers now liberally represented throughout the pages of TRUE.

TRUE
LIFE WITH WOMEN—AND HOW TO SURVIVE IT

TRUE
reaches twice
as many men
with incomes
over $5,000
as any other
major man's
magazine.
D. Starch—1960
A FAWCETT PUBLICATION

THE WORLD'S LARGEST SELLING,
MOST WIDELY READ MAN'S MAGAZINE

Adams, Keyes, Not B. D. Adams Absorbs Richards' Florida Unit

Adams & Keyes will take over the Boca Raton office of Fletcher Richards, Calkins & Holden and move it to Fort Lauderdale, Fla., May 1. Adams & Keyes will get five accounts, including Arvida Realty Co., and about five people. E. D. Hill, who headed the office for Richards, will remain in charge. Paul S. Batterson, vp-creative director, will move to Richards' New York office.

Last week, in its "Last Minute News Flashes," ADVERTISING AGE erroneously reported the Boca Raton agency as being absorbed by Burke Dowling Adams. The Richards agency erred in supplying the name of the new owner.

They Like Fun

Why does The Mirror lead New York's seven dailies in advertising of fishing boats and in hunting and fishing equipment? Because The Mirror has the class of the mass market. Its readers like fun - and can afford it.

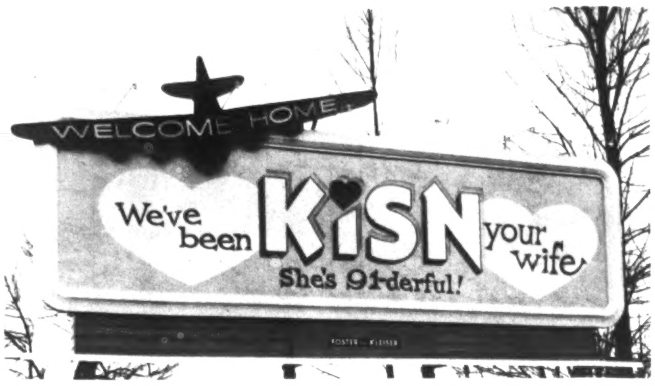
Make The Mirror a MUST!

Adclub Honors Wehde

Ursula M. Wehde, head of her own agency, has been named "Milwaukee Advertising Woman of the Year" by the Milwaukee Women's Advertising Club. Miss Wehde, onetime copywriter for Klau-Van Pietersom-Dunlap, opened her agency in September, 1960.

Cyanamid Names Gavin

T. Edward Gavin, formerly merchandising and research manager of Lennen & Newell, has been named assistant manager of market research of American Cyanamid Co., New York.



NICE WELCOME—*Star Broadcasting Co. station KISN, Portland, Ore., based this year-round outdoor spectacular on its call letters. Painted in pink and white, the ad is strategically placed on Airport Road for husbands on the way home from that business trip. Geyer, Morey, Madden & Ballard is the agency.*

Along the Media Path

The **Fort Lauderdale News** will conduct its second annual cooking school, "Fantasy of Foods," May 2-5 in cooperation with the National Live Stock & Meat Board. In conjunction with the program, the *News* will publish a special section devoted to cooking, appliances and homemaking information.

• In celebration of the selection of Grand Rapids, Mich., as an "All-America City for 1960" by the National Municipal League and **Look**, the **Grand Rapids Press** published on April 9 a 40-page special supplement, tracing the city's growth. Grand Rapids was one of 11 such cities to be cited.

• As part of its new approach to public service, **WXYZ-TV**, Detroit, is conducting a continuing search for "Sally Seven." Each month public service agencies having fund-raising campaigns or educational programs at that time, will send representatives to the station to meet with finalists and select a winner, who will then tape various announcements to be run throughout the following month. Women between the ages of 18 and 30 are eligible to audition for the "Sally Seven" title.

• **Industrial Publishing Corp.** has established a scholarship fund at Ohio State University's welding engineering department. The scholarship is in honor of the late Irving B. Hexter, founder of Industrial and of its first magazine, *Welding Design & Fabrication*.

• Two films, "A Number of Things," produced by **Woman's Day**, and "Me," produced by **True**, have been selected by the National Assn. of Manufacturers to be shown at the International Industrial Film Festival, in Turin, June 25-28.

• Effective with its April 29th issue, **Cue** ran the first of a four-part series on country dining. Four special editions will carry full details on resorts, restaurants and other vacation facilities in the New York area.

• The Pacific edition of **Newsweek International** will increase its circulation rate base by 5,000 to 45,000, effective with its July 3 issue.

• National Safety Council has presented a public interest award to **KMOX**, St. Louis, for exceptional service to safety.

• "The Outdoor Story," a booklet which reviews the development and growth of outdoor advertising, has been published by **Outdoor Advertising Assn. of America**, 24 W. Erie St., Chicago 10.

• Metal lunchboxes lined with gray flannel and filled with martinis were given to Dick Palmquist and Harold Winslow by **KMTV**, Omaha, on the day the two men opened Palmquist-Winslow Advertising.

• **WFIL**, Philadelphia, has been presented an award of merit by the National Religious Publicity Council, citing the station's "excellency in religious coverage" in its "One Nation Under God" series.

• Four new high-efficiency towers have been completed and placed into operation at the Secaucus, New Jersey, site by **WWRL**, New York.

• A rotogravure supplement previewing 1961 spring and summer trend's in men's clothing and accessories was published by the **Chicago Tribune** in its April 23 issue.

• **WRUL**, New York, short wave radio station, has added eight hours of Spanish language news and information programs to its schedule for the duration of the Cuban crisis. #

Keystone Appoints Diamond; Starts Major Campaign

Keystone Camera Co., Boston, has appointed Sy Diamond, formerly with Amplex Photolamp Corp., director of advertising, sales promotion and public relations. At the same time Keystone announced the "biggest advertising campaign in the company's history" for its new Horizon series of automatic movie camera and projectors. Advertising will concentrate on television, mid-May through June 30. Print ads wlll include b&w bleed spreads and pages in June and July issues of *Better Movie Making*, *Modern Photography* and *Popular Photography*, and a business paper schedule and cooperative ad program. Bresnick Co. is agency of record.

WFIL-FM Boosts Winkler

WFIL-FM, Philadelphia, has appointed Joseph C. Winkler station manager, succeeding Joseph J. Novenson, who has been named producer of "American Bandstand" on WFIL-TV. Mr. Winkler was formerly sales manager of WFIL-FM.

'Petrochemical Industry' Sold

Petroleum Engineer Publishing Co., Dallas, has purchased *Petrochemical Industry* from Producers Publishing Co., Bradford, Pa.

WTRF-TV STORY BOARD

A SOUTH AMERICAN describing his country to a foreigner. "Our second most popular sport is bull-fighting," he said. "Isn't it revolting?" asked the tourist. "No," replied the South American, "That's our third most popular sport."

T. R. Effic!

Wheeling wtrf-tv

JUDGE: "Why did you steal the $10,000?"
ACCUSED: "I was hungry!"

wtrf-tv Wheeling

WHEN NOBODY disagrees with you, you're either terribly brilliant or your the boss.

Wheeling wtrf-tv

NO INITIATIVE! The tycoon scolded: "What's wrong with young fellows nowadays? By the time I was twenty, I'd already inherited twenty million!"

wtrf-tv Wheeling

WITH HEMLINES getting shorter and necklines getting lower, who's that darn designer who insists on wide belts!

Wheeling wtrf-tv

FROM WHEELING, WTRF-TV sells for 7,500 retail outlets in this rich and busy Ohio Valley region. Retail sales? Over 1¾ billion dollars annually. For your share of the Wheeling Market, see Rep. George P. Hollingbery.

wtrf-tv Wheeling

THANKS to J. Walter Thompson's Jeanne Shea, T. A. Sylvan of Ontario's McCann-Erickson, and Alice Mooney of Richard Foley Adv., for your nice comments . . . your WTReffigies are on the way! Also thanks to Radio SM Joe Lobaito of Ann Arbor for his Story Board contribution.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

PFLUEGER THE NAME THAT PUTS EXTRA INCENTIVE IN YOUR SALES RESULTS

Look at these examples...

FREE SPOOL SUPREME 17.50

Minnesota Woolen COMPANY / DULUTH 2, MINNESOTA

We enjoyed using Pflueger Fishing Tackle as incentive prizes in our recent sales contest. During this promotion, our sales rose 27.4% over any similar period in our company's entire 44 year history. Pflueger proved to be an equally attractive consumer prize. The cooperation we received throughout these promotions from your entire staff was excellent, as were the results!

TOM MILLER
Sales Promotions

Newton MANUFACTURING COMPANY

We have found Pflueger Fishing Tackle to be an excellent premium and sales incentive for salesmen. The results of our sales contest exceeded our expectations.

We used Pflueger Fishing Tackle as an incentive to our salesmen for getting new customers. We used it at a time when salesmen are generally concerned with repeat business and generally do not devote enough time in securing new business. Yet, during a period of 90 days, 191 men started 1586 new accounts. The results of the contest speak for themselves.

DeJong
NEWTON MFG. CO.
Promotion Manager

FREESPEED 15.95

PFLUEGER THE ENTERPRISE MFG. CO., AKRON 9, OHIO

IT'S PRONOUNCED "FLEW-GER"

RODS FOR EVERY TYPE OF FISHING 3.50 - 29.95

INCENTIVE IDEAS by PFLUEGER
PFLUEGER

TO: G. G. SMITH, VICE PRES.
THE ENTERPRISE MFG. CO.
110 N. UNION ST. AKRON 9, OHIO

I am interested in putting Pflueger Premiums to work for us.

☐ Send latest catalog ☐ Have your Salesman contact us.

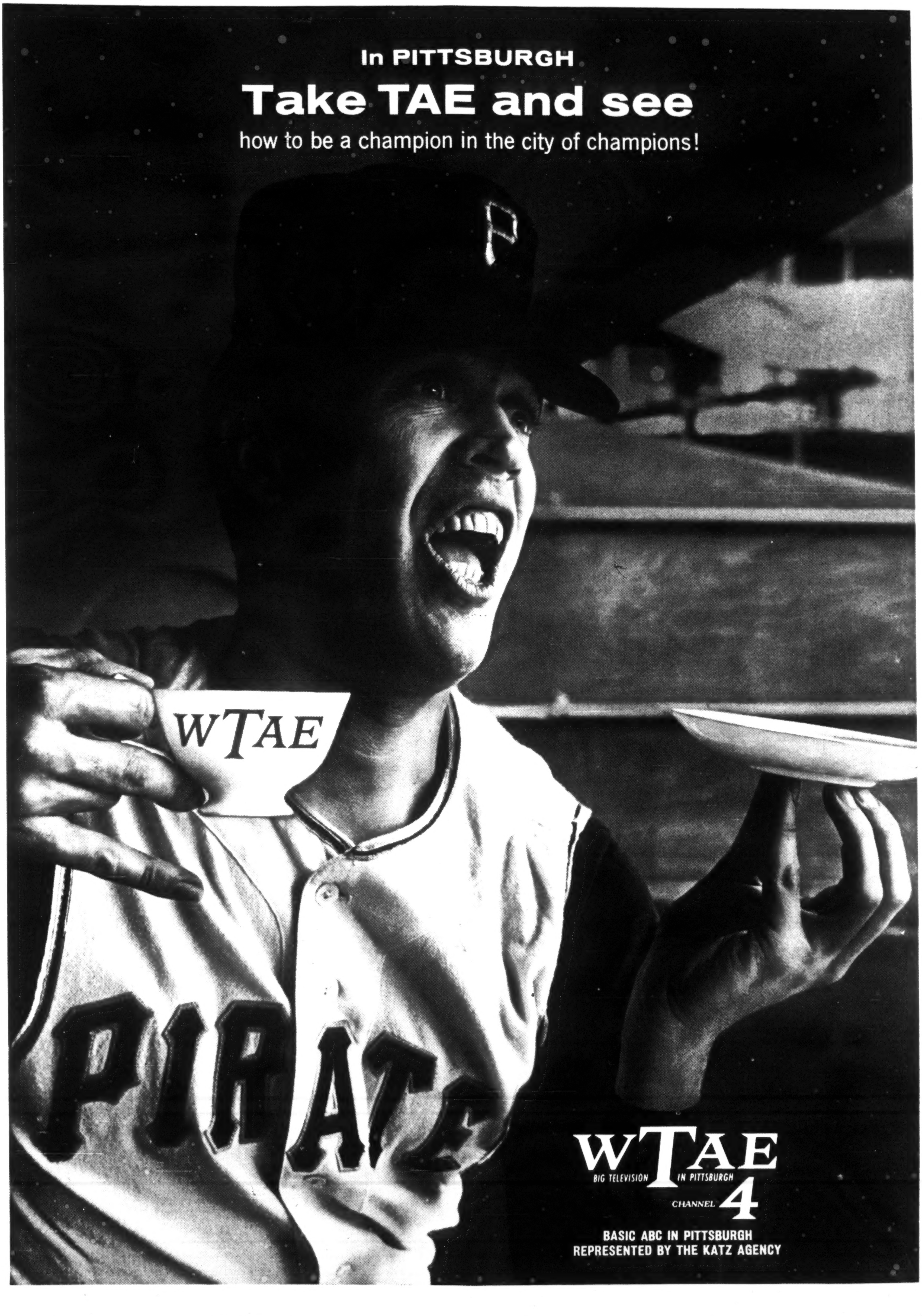
We are particularly interested in:

☐ A. Dealer Loader Program
☐ B. Sales Incentive Program
☐ C. Self Liquidator Program

Name__________

Firm__________

Address__________



In PITTSBURGH

Take TAE and see

how to be a champion in the city of champions!

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

BASIC ABC IN PITTSBURGH
REPRESENTED BY THE KATZ AGENCY

This Week in Washington . . .

Stations Face Public Service Squeeze Between Minow's FCC, Collins' NAB

By Stanley E. Cohen
Washington Editor

WASHINGTON, April 27—When the National Assn. of Broadcasters has its annual meeting here May 7, there is going to be a lot of plain talk about the quality of radio-tv broadcasting.

Under our system, the broadcaster is free to decide what goes on the air. His decisions are influenced by factors ranging from the profit motive to his sense of public responsibility.

At the moment the broadcaster faces increased pressure from those who believe his willingness to serve the public interest requires some bolstering. Members of the Federal Communications Commission are being more forceful in demanding more sympathetic consideration of requests for "good" programming, and broadcasters are hearing a similar appeal from the head of their own association.

We seem to be emerging from a period when it was fashionable to assume that broadcasters could be as immune from official scrutiny as newspaper or magazine publishers. Broadcasters aren't likely to hear much of that kind of talk when they meet here next month.

■ Although many communities have more radio-tv stations than newspapers, there is inherent public concern about broadcasting. Partly it is a tribute to the immense impact of the medium. But it is legally grounded in the fact that broadcasters—unlike publishers—are using publicly owned frequencies which are allocated on the basis of commitments to serve specific community needs.

FCC, under the leadership of Chairman Newton Minow, is becoming increasingly stern in enforcing the obligation that the broadcaster assumes when he applies for a frequency.

In the past, the commission's influence over the industry has varied directly with the willingness of the commissioners to assert themselves. During the period when rigged quiz shows went undetected, FCC was taking the position that programming should be left to the industry, lest the government become a censor.

Now the commission has rediscovered powers which have been allowed to lie fallow. Under former Chairman Fred Ford, and now under Chairman Minow, it has moved to demand a more forthright accounting from stations when their licenses come up for renewal.

■ Chairman Minow brings to FCC the perspective of a successful young lawyer, whose experience has been almost entirely outside the industry. From the day of his designation, he has emphasized his interest in stimulating a greater sense of public responsibility among the broadcasters when they are making their programming decisions.

"I'm not going to concern myself with the current effort to increase the amount of commercial time between programs," he commented the other day. "Ten seconds more of commercial time is not a matter of importance. It is what is between the commercials that concerns me most."

In the seven weeks Chairman Minow has been on the job, broadcasters have had ample proof of his determination to hold them responsible for the material that goes over the air:

Promise vs. performance—That's the formula which FCC is applying in its review of license renewal applications. By designating KORD, Pasco, Wash., for a hearing, the commission served warning that stations will be expected to deliver the kind of programming that was promised in their original applications.

Option time—By eliminating option time, FCC expects to put more of the responsibility for programming decisions on the individual stations, since networks' programs presumably will be selected or rejected on the basis of individual merit. With an anti-option time majority firmly in control at FCC now, the compromise adopted last September no longer represents the wishes of the commission (AA, Dec. 19, April 24).

Chairman Minow has moved to get the issue back before the commission so that it can be resolved well in advance of the time when the industry will begin lining up its fall programming for 1962.

Educational tv—Some FCC members regard educational stations as an important counterbalance factor in tv programming, providing a competitive yardstick to be used in measuring the performance of commercial tv. But the problem of getting educational stations on uhf channels in all-vhf markets presents almost insurmountable obstacles. So when educators reported a chance to buy WNTA, Channel 13, New York, FCC decided to lend its moral support (*see "In Washington"* AA, April 10). By announcing its determination to convert one of New York's commercial vhf channels to educational use, FCC may have tipped the balance, which will result promptly in educational tv for New York.

■ Important changes have been made in the FCC staff. New chiefs have been put into the top jobs in the broadcast bureau and the office of the general counsel. Some of the dedicated careerists who left FCC for private practice and for other government jobs have been induced to return.

Mr. Minow has found that his six fellow commissioners are men of strong principle. The voting lineup shift from issue to issue, with his most consistent support from former Chairman Fred Ford (a Republican) and Commissioner Bob Bartley (a Democrat).

In the KORD case, the decisive vote for a hearing was supplied by Commissioner Robert E. Lee (Republican), with Commissioners Rosel Hyde (Republican), John Cross (Democrat), and T. A. M. Craven (Democrat) dissenting. In the educational tv maneuver, Mr. Lee was the only dissenter. On option time, Messrs. Lee and Cross registered their dissenting beliefs.

■ Chairman Minow recognizes that the change in commission attitude from the laissez faire of quiz show days was well advanced by the time he took office. During the chairmanship of Mr. Ford, the commission had already mapped important changes in procedure. Among them:

Proposed changes in application forms—Entirely new questions were proposed in order to secure information for a "Promise vs. performance" review at renewal time.

Complaints and compliance division—A squad of monitors was set up so that FCC, for the first time, is in a position to check up on the reports that it receives from broadcasters.

Proposed curb on trafficking—A rule has been circulated which would require hearings before permitting transfer of a station that has been owned less than three years. Of 465 stations sold last year, half fell into that classification. In a recent speech to Kansas broadcasters, Commissioner Ford stressed the need to keep fly-by-nights out of the industry. In defense of the same proposal, Chairman Minow points out that when trafficking thrives, the broadcaster's concept of "public interest inevitably suffers."

Sherwin
Johnson
Ferriss
Dewes
Timm

SHOE HUDDLE—*Discussing footwear, no doubt, at Glamour cocktail party for shoe and advertising people in St. Louis during Shoe Fair week were Jean Sherwin, Glamour shoe editor, and A. L. Johnson, ad director of International Shoe Co. Chatting in the second picture, were D. P. Ferriss, Gardner Advertising Co.; Bonnie Dewes, vp, D'Arcy Advertising Co.; and R. F. Timm, Glamour ad director.*

■ Chairman Minow freely acknowledges that he has been the lucky beneficiary of all these developments. His second piece of luck, he says, is that he came into the FCC chairmanship at a time when LeRoy Collins is offering a new brand of leadership to NAB.

In his three public appearances since accepting the NAB presidency, Gov. Collins has focused on the responsibility of the broadcasting industry to improve the quality of its programming. To put this proposal into specific form, he has suggested that each network take responsibility for a minimum of two hours weekly of "blue ribbon" programming.

While the broadcaster has the ultimate responsibility, he says, those who use broadcasting as an advertising medium and profit greatly must share the burden. Urging advertisers to pledge their support for "blue ribbon" programming, he argues, "Mediocrity and mass appeal are not necessarily synonomous."

While some segments of the industry have been shocked at such talk from the head of their own association, Gov. Collins reports good support from within the industry ranks. He has no intention of turning back.

■ His proposal that networks sit down together to agree on minimum amounts of blue ribbon programming did not result in any meeting. It ran into something which he describes as "network sovereignty"—a determination by each network to handle its own affairs without interference from the outside.

In his opinion, however, the networks individually are responding to his appeal. In all likelihood, the next obstacle will be station clearance—a problem which has been getting his attention.

He mentions at least two immediate problems which must be discussed with advertisers. In his speech to the American Assn. of Advertising Agencies last week, he touched on the first—the need for advertisers to identify themselves with blue ribbon programming.

He also has indicated his uneasiness over the influence of ratings in the purchase of programming. While he is refusing at this time to comment on the study of rating services which was recently conducted by a task force from the American Statistical Assn. (AA, March 27), when that comment comes it is not likely to be easy on rating services, or to be superficial.

■ Like Chairman Minow, he too moved into his job at a time when recognition of responsibility was already widespread. NAB's tv code, he believes, is an excellent document. He anticipates improvement, particularly in the enforcement procedures.

The broadcasters hired Gov. Collins at a moment when he had achieved national recognition for his forbearance in presiding over the Democratic National Convention. Many in Washington believe the stance he has assumed as president of NAB is enhancing the the prestige of the industry as well as himself.

For example, Rep. Oren Harris (D., Ark.), chairman of the House committee on interstate and foreign commerce, which handles radio-tv legislation, recently paid a significant tribute. In view of NAB's determination to be responsible for improved programming, he wrote Gov. Collins, complaints which he gets from the public will be referred to NAB in the future, as well as to FCC.

■ When Gov. Collins went from the Florida governorship to the NAB presidency, he was convinced that he was moving into a position where he could continue to be an advocate of broad public interest considerations.

A lawyer, he has said, can be content to advocate a point of view, so long as it is an honest one. But when one has been governor of a state, he becomes accustomed to thinking in terms of public interest. Once he is accustomed to exercising such responsibility, he feels it is almost impossible for a man to return to thinking in narrow terms.

Broadcasting, he feels, is far more than just a business. In the NAB presidency he believes he has an opportunity—and a duty—to help it remain conscious of its responsibility.

Because Gov. Collins has personal access to the highest levels of the Kennedy administration, his identification with NAB has unusual implications for broadcasters and the advertisers who are associated with them.

■ His national standing is such that he continues to consult with President Kennedy on matters of broad public importance. His old personal friendship with Commerce Secretary Luther Hodges is a significant bridge, which may open the way for unusual opportunities for the Commerce Department's newly reconstituted Advertising Industry Advisory Committee.

■ When Gov. Collins goes before NAB soon with his plans for a stronger and more effective association, this public standing will give him unique strength, whatever the misgivings some industry sources may have. He has been known to comment: "Life is too short. If there is no sense of personal achievement in the job, it isn't worth while at three times the pay." #

Armour Boosts Skillin to Marketing Director

Armour & Co., Chicago, has expanded the duties of Kenneth L. Skillin, advertising director since 1958, to embrace the general area of marketing and at the same time has changed his title to marketing director, a new post.

Kenneth L. Skillin

In addition to directing advertising, Mr. Skillin will initiate reviews with the company's separate divisions and will respond to requests for consultation and study. Mr. Skillin joined Armour in 1939.

AFA Adds 8 Members; 4th, 9th Districts Elect Officers

Richard Dodderidge, Bruce B. Brewer Co., Kansas City, has been elected ninth district governor of the Advertising Federation of America. Also elected were Joseph H. Baker, Omaha, 1st lt. gov.; Thomas Bashaw, Wichita, 2nd lt. gov.; Ariel Parker, Denver, 3rd lt. gov.; Thomas A. Yates, Lincoln, treasurer; and Diane Pickering, Kansas City, secretary. At the same time Joseph D. Kelly, assistant manager, Jacksonville Chamber of Commerce, has been elected governor of the fourth district of AFA. Other new fourth district officers include Richard L. Ashe, Lakeland, Fla., 1st lt. gov.; Roland Hagedorn, St. Petersburg, 2nd lt. gov.; and Charles H. Whitebrook, Miami, treasurer.

In recent weeks AFA has added the following new members: *Journal of Commerce*, New York; Atlas Outdoor Advertising, Elkhart, Ind.; Sorin-Hall Advertising, Washington; Knox Reeves Advertising, Minneapolis; Clinton E. Frank Inc., Chicago; Smith, Kline & French Laboratories, Philadelphia; and the *Star-Journal* and *Chieftain*, Pueblo, Colo.

"There are two kinds of readers: those who read to remember and those who read to forget."

WILLIAM LYON PHELPS

Family Circle's reason for being: homemaker service. You won't find "escape" reading in this magazine . . . just the magic of homemaking ideas that work. Over 6,000,000 women read Family Circle, not when they want to get away from it all, but when they're thinking about homemaking. That's when they're in the most receptive mood to remember and respond to your advertising.

Everywomans Family Circle

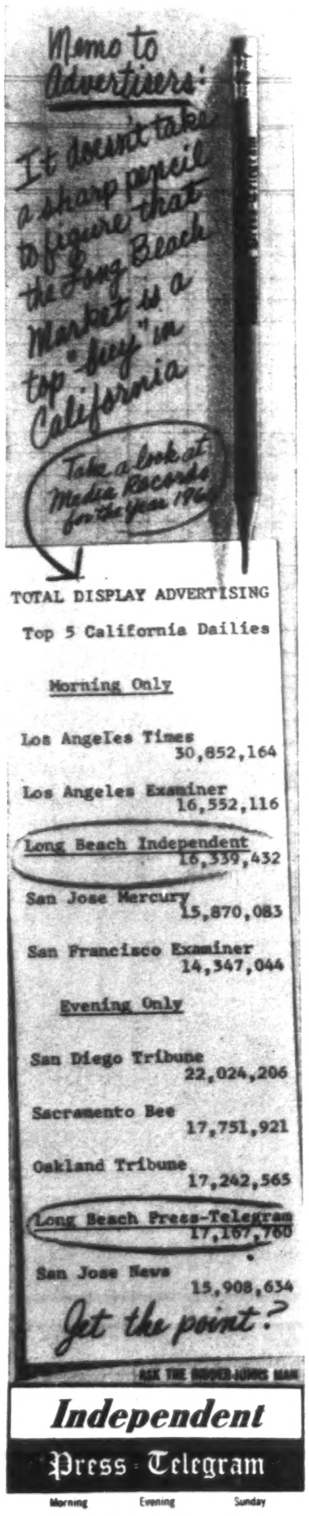
FOR HOMEMAKERS ONLY!

Marketing Club Lists Slate

The Marketing Exploration Club, New York, has elected C. D. Mollo, advertising promotion manager of the film division of the packaging division of Olin, president. Other officers are Lew Gifford, of Paul Kim & Lew Gifford Co., and Lawrence Wisser, senior vp of Weiss & Geller, vps; Sy Wassyng, director of packaging and design of Revlon Inc., treasurer; and Saul Nesbitt, president of Nesbitt Associates Ltd., executive secretary.

Westinghouse Shifts Managers

Westinghouse Broadcasting Co. has made several management changes at its stations. Ed Wallis, presently general manager of WOWO, Fort Wayne, has been named general manager of WIND, Chicago. Gordon Davis moves from general manager of WIND to West Coast manager of WBC Productions, San Francisco. Carl Vandagrift moves from WBC headquarters in New York to become general manager of WOWO.



Memo to Advertisers:
It doesn't take a sharp pencil to figure that the Long Beach Market is a "buy" in top California
Take a look at Media Records for the year 1960
TOTAL DISPLAY ADVERTISING
Top 5 California Dailies

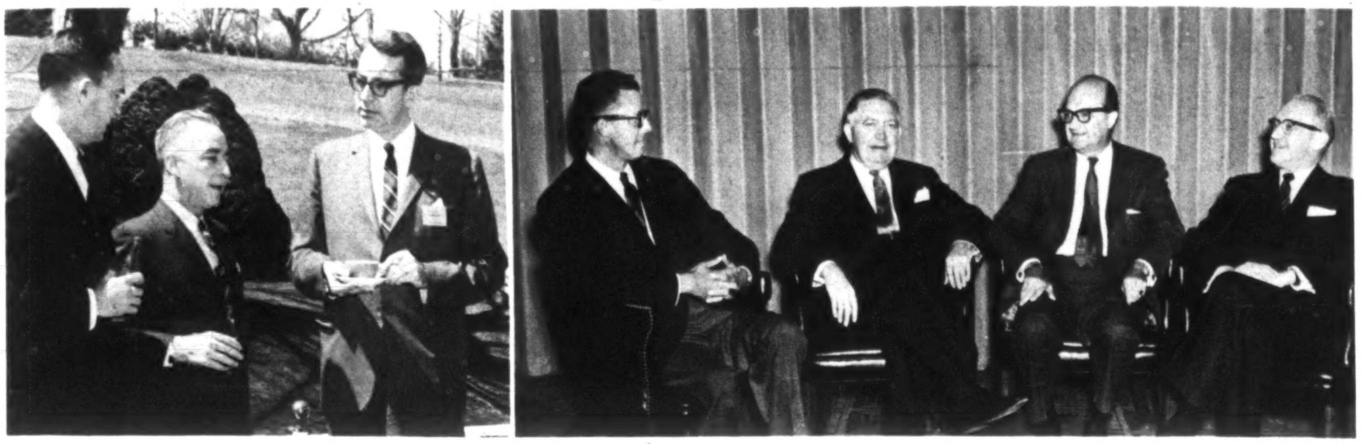
Morning Only
Los Angeles Times 30,852,164
Los Angeles Examiner 16,552,116
Long Beach Independent 16,339,432
San Jose Mercury 15,870,083
San Francisco Examiner 14,347,044

Evening Only
San Diego Tribune 22,024,206
Sacramento Bee 17,751,921
Oakland Tribune 17,242,565
Long Beach Press-Telegram 17,167,760
San Jose News 15,908,634

Get the point?

ASK THE RIDDER-JOHNS MAN

Independent
Press-Telegram
Morning Evening Sunday
LONG BEACH, CALIFORNIA
the INTERNATIONAL CITY
now over half-million population.



Ferris Claggett Carley Marsteller Cox Harper Gamble

TROOPS AND OFFICERS—*At the Four A's meeting were David Ferris and Charles Claggett, Gardner Advertising, St. Louis; and R. P. Carley, Fitzgerald Advertising, New Orleans. New officers of the Four A's are Edwin Cox, Kenyon & Eckhardt, chairman; Marion Harper Jr., Interpublic Inc., vice-chairman; and Bill Marsteller, Marsteller, Gebhardt, Rickard & Reed, secretary, with Fred Gamble, president.*

Hitchcock Names Four Publishers in Efficiency Effort

WHEATON, ILL., April 27—Major organization changes to provide greater publishing efficiency were announced today during the annual sales meeting of Hitchcock Publishing Co.

Vincent C. Hogren, exec vp of the company, has been named publisher of *Hitchcock's Wood Working Digest* and *Grinding & Finishing*. He is a veteran of 17 years with the organization.

Vincent C. Hogren

W. F. Schleicher

W. F. Schleicher was appointed publisher of *Plant Management & Engineering* and *Machine & Tool Blue Book*. He was formerly editorial vp.

William Jacobs, formerly Detroit district manager, was named publisher of *Assembly & Fastener Engineering* and *Cutting Tool Engineering*.

William Jacobs

Bruce Howat

Bruce Howat, formerly general manager of the transportation magazines, was promoted to publisher of *Metropolitan Transportation* and *School Bus Transportation*.

Raymond Smith continues as manager of the directory department, and Raymond Sietsema as director of research.

O. A. Feldon, president, told the members of the Hitchcock organization of plans for expansion in research, editorial and sales activities, as well as for the acquisition of additional publications. #

Hayhurst Adds Three

F. H. Hayhurst Co., Toronto, has been named to handle Canadian advertising for Vick Chemical's Lavoris oral antiseptic and Sealy Inc., Chicago. In addition, the agency has also been named by Way Sagless Ltd., Ontario licensee for Sealy

Enco Brand Seeps Across Nation; in East It's Still Esso

NEW YORK, April 25—Humble Oil & Refining Co., now in the midst of changing its central division over to Enco brand gasoline, intends to keep its valuable Esso name in the Northeast—at least for the time being.

That was the report as Enco signs started going up in stations of Carter Oil Co. and Oklahoma Oil Co. subsidiaries in Humble's central division (AA, April 24). Carter changed some of its stations to Enco last June, but the switch is just now being completed. The other central division factor, Pate Oil Co. in Wisconsin, has already made the switch.

The move foreshadowed possible agency problems. It brought three agencies—Al Herr Advertising for Pate; Needham, Louis & Brorby for Oklahoma; and McCann-Erickson for Carter and other Humble operations—into potential conflict in one brand area. However, according to a McCann-Erickson source, the three agencies have thus far cooperated in the switch.

■ At the moment, McCann and Needham share in the corporate advertising and public relations of Humble's parent company, Standard Oil Co. (New Jersey). McCann bills about $1,030,000 here, while Needham (picking up after Ogilvy, Benson & Mather, which lost the business when it took over the Shell account last year) is working on a corporate magazine campaign said to bill under $1,000,000. McCann also handles about 80% of Jersey Standard's worldwide advertising (including the U.S.) of about $28,000,000.

Humble, as Jersey Standard's chief operating arm in the U.S., has set up four divisions—Esso Standard/eastern region, central region, southwestern region and southeastern region.

As things stand now, the well-known Esso brand will remain intact in the Northeast. The southeastern area (which also carries Esso), including current marketing areas of Louisiana, North Carolina, South Carolina, Tennessee and Arkansas, are less certain to retain the Esso name.

■ Humble sees Esso's name in the East built upon "tremendous acceptance of the brand," and there are two views on an Esso-Enco switch. First, the acceptance of Esso; but second, "the fact that we know that one name, generally, can best be promoted nationally." The Esso name cannot be used nationally, because other Standard companies have regional rights to the name Standard and its derivatives.

What will finally happen in Esso eastern territories is "a matter for circumstances in the future to decide," Humble said.

There are no plans to sell Enco gas in Esso stations, a source said. Standard Oil Co. (Indiana) is doing something like that in the Midwest, where its Standard franchise with the public is strong. Standard of Indiana's marketing arm, American Oil Co., will begin marketing American brand throughout the U.S. soon, but in the Midwest it will be Standard stations selling American brand gasoline.

■ Humble's year-long entry into Ohio via Enco is progressing (an estimated 12 stations up and 25 more under construction).

All Humble marketing west of the Mississippi will travel the Enco route, with Texas and New Mexico—Humble brand strongholds—last on the changeover timetable. Enco products will bow in some parts of those states May 1.

Crisp Launches Push for Mimi

Crisp Products, Warminster, Pa., is currently running a newspaper campaign in Norfolk and Newport News, Va., Syracuse, Utica, Watertown and Binghamton, N.Y., to promote its Mimi spray fabric restorer. Two-color ads, headlined "Let Us Buy Your Next Can of Mimi," are appearing in the *Norfolk Ledger-Dispatch & Star* and *Virginian-Pilot*, *Syracuse Herald-Journal*, *Utica Observer-Dispatch* and *Press*, *Watertown Times* and *Binghamton Press*. The ad offers a coupon entitling the customer to a free can of Mimi in return for a label sent to the company's offices. B&w page ads in the *Philadelphia Bulletin* headline Mimi's success and carry a series of endorsements. Wermen & Schorr is the agency.

Force Adds Two Accounts

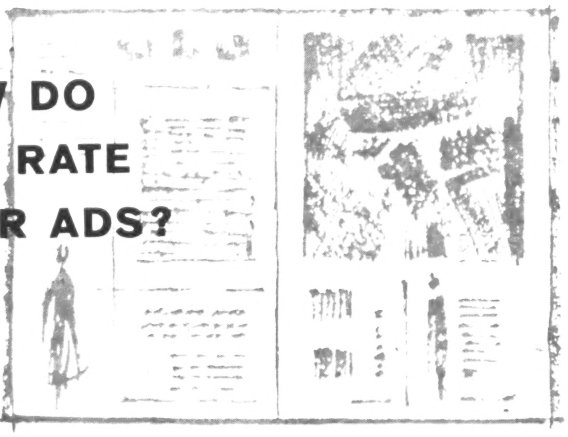
Force Inc., Paterson, N.J., has been appointed to handle advertising for Trust Co. of Morris County, Morristown, N.J., and for Alcoholado Superior 70, an alcohol rub made by Puerto Rico Distilling Co., Arecibo. The previous agency was Publicidad Badillo, San Juan, which closed its New York office in October.

Airport Adds Hawaii

Airport Advertising Co., San Francisco, pioneer in the use of advertising displays in Pacific Coast airports, rail and bus terminals, has been awarded a similar concession at the Honolulu Airport. Airport Advertising was formerly a subsidiary of Fielder, Sorensen & Davis.

B. T. Babbitt Cuts Losses

B. T. Babbitt Inc., New York, sales for 1960 were $20,587,695, down from $23,105,959 in 1959. Loss for the year was $146,241, compared with a loss of $1,589,734 in 1959. Monthly operations in the second half of 1960 were profitable, the company reported.



HOW DO YOU RATE YOUR ADS?

ACB Position Reports

When you have an extra-important advertising schedule release for Newspapers and "position" of ad on printed page is of vital importance—how do you know you're getting the position you require? ACB offers a special "Position Report" service to handle such checking jobs completely—collecting the ads—preparing a report showing position, and then gives each ad its proper Rating and Summary. It has proved a valuable service for many agencies.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

TRAVELING?
See your Travel Agent...
He's a Professional
AIR FRANCE
AIR FRANCE

HELPING HAND—*Air France is selling the other man's business with this giant rotating outdoor ad urging travelers to visit travel agents.*

Raf Adds 3 Clients, Moves

Raf Advertising, Newark, has been appointed agency for Behringer Metal Works, Newark; Malcolm Foundry Co., Newark; and V. H. Swenson Co., Kearney, custom molder of plastics. Effective April 27, the agency's address will be 535 Morris Ave., Springfield, N. J.

Gilmore Joins Farley

Thomas F. Gilmore has joined the staff of Farley Co., Chicago, business paper representative, succeeding W. Daniel Wefler, who resigned to become alumni director of Northwestern University. Mr. Gilmore was formerly with the City National Bank of Chicago.

Graeme Macleod to D-F-S

Graeme Macleod, formerly a vp of Lawrence C. Gumbinner Agency, has joined Dancer-Fitzgerald-Sample, New York, as a vp and account executive.

Ross-Orrico Studio Moves

Ross-Orrico Studios, New York, advertising art studio, has moved to 210 E. 47th St.

An imaginative few of the
READING, VIEWING and LISTENING PUBLIC
may try to interpret your copy or script to be
LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special **EXCESS INSURANCE** before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

New York Agency Production Men Adopt Ethics Code

NEW YORK, April 25—The Advertising Agency Production Club has formulated a "Production Man's Creed," aimed at alleviating "some of the rancor" stirred up by an ADVERTISING AGE editorial last August.

The editorial (AA, Aug. 29) charged that "many advertising men have said privately that the area they wished could be exposed and cleaned out is the business of kickbacks, split commissions and payola in the production end of the advertising business."

Milton J. Sutter, production manager of Cunningham & Walsh and 1st vp of the AAPC, criticized the AA editorial in a letter published in the weekly's "Voice of the Advertiser" (AA, Nov. 21). He declared: "My resentment, also shared by my colleagues, with this editorial is against the king-size wall brush, wielded by your writer to unjustifiably smear a whole segment of the advertising business . . .

■ "I would like to invite your thoughts and help in formulating a production man's creed or code of ethics. I think you'll agree this could be a constructive measure to help alleviate some of the rancor your editorial induced."

In a letter to its members this month, the club included a copy of the "Production Man's Creed," printed on the back of the membership card.

It reads:

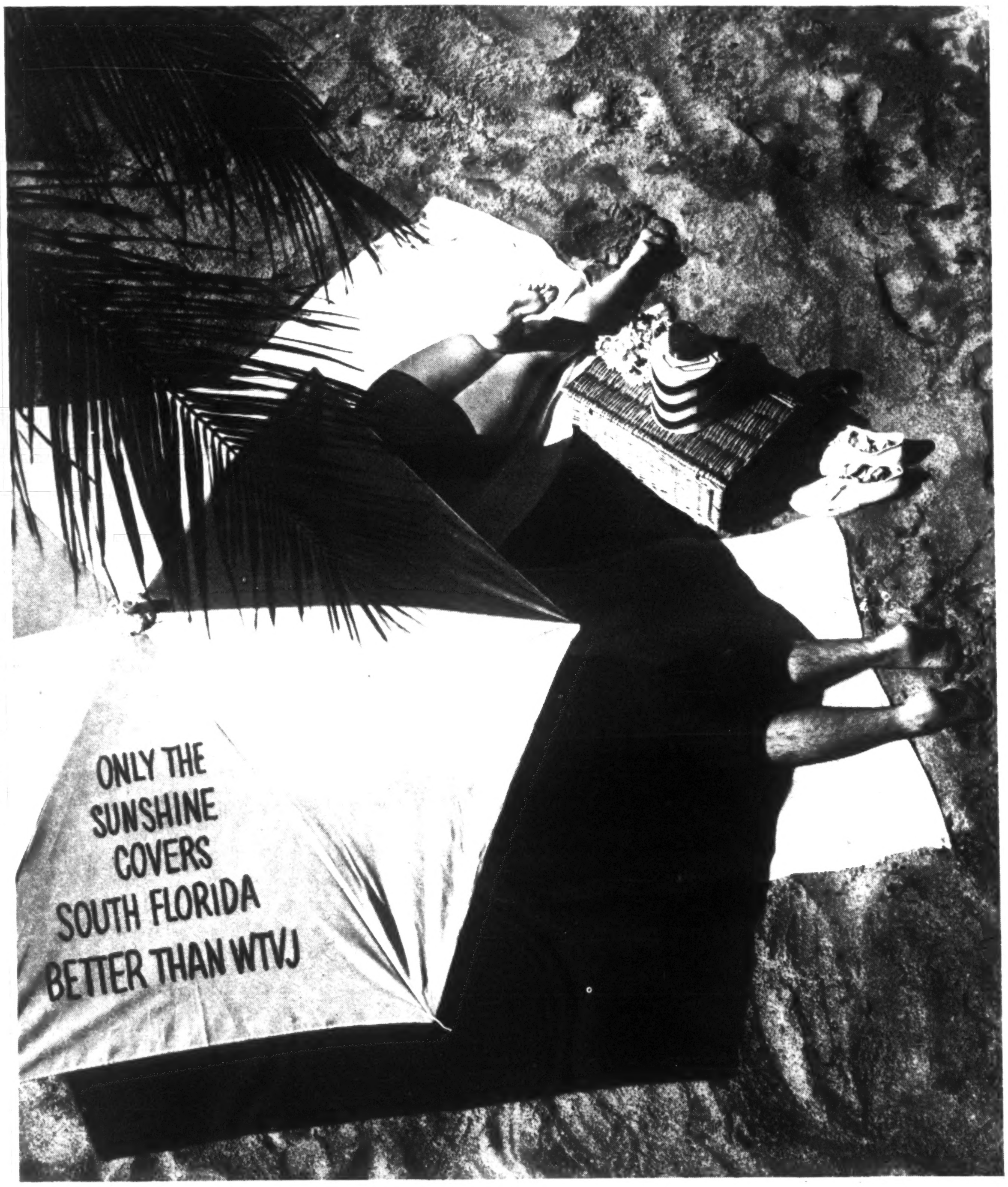
> *"I believe that advertising performs a vast and vital service not only for the advertiser but for the consumer and the national economy.*
>
> *"I believe that the graphics arts contribute importantly to the success of advertising, and that it is my personal responsibility to make this contribution count to the utmost.*
>
> *"I believe that this requires all my knowledge, all my diplomacy, and all my devotion.*
>
> *"I believe above all that my responsibilities to my agency and its clients call for unimpeachable integrity.*
>
> *"So believing, I dedicate myself to the most honorable conduct of my work, to the enlargement of my knowledge, the enhancement of my skills and the protection of the good name of my agency and of my calling."* #

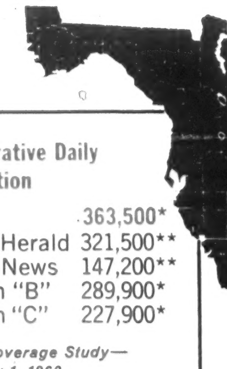
Vega Names Larson Ad Head

John A. Larson has joined Vega Electronics Corp., Cupertino, Cal., as advertising manager, a new post. Mr. Larson was formerly advertising manager of the consumer products division of Ampex Audio Co.

Klumb Joins Perry/Metzger

William T. Klumb, formerly national sales manager of WTMJ-TV, Milwaukee, will join Perry/Metzger Advertising, Milwaukee, as a vp, principal and an account executive.


ONLY THE SUNSHINE COVERS SOUTH FLORIDA BETTER THAN WTVJ



Not only does WTVJ outshine the other two television stations, but it reaches more homes than Miami's two newspapers, too! 13.1% more South Florida homes view WTVJ daily than read the area's largest newspaper... 147% more than the second newspaper. And 40.5% more homes watch WTVJ daily than the average of the other two Miami TV stations. If you haven't yet seen Profile III, check with your PGW Colonel right away—it's revealing!

Comparative Daily Circulation

WTVJ	363,500*
Miami Herald	321,500**
Miami News	147,200**
Station "B"	289,900*
Station "C"	227,900*

*ARB Coverage Study—January 1, 1960
**Publisher's Statement—March 31, 1960

WTVJ CBS SOUTH FLORIDA
A Wometco Enterprises, Inc., Station
REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.
WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

Market on the move!

TOLEDO

Transportation Center for the industrial heart of America—by rail, water, air and highway

One of the three largest rail centers in the United States . . . served by twelve railroads

Six commercial airlines

Important transfer point and terminal for over 100 motor freight lines

Largest port on Lake Erie . . one of the greatest bulk ports in the world

13 major highways connect the trade area. Linked to other great markets by the 241-mile Ohio Turnpike

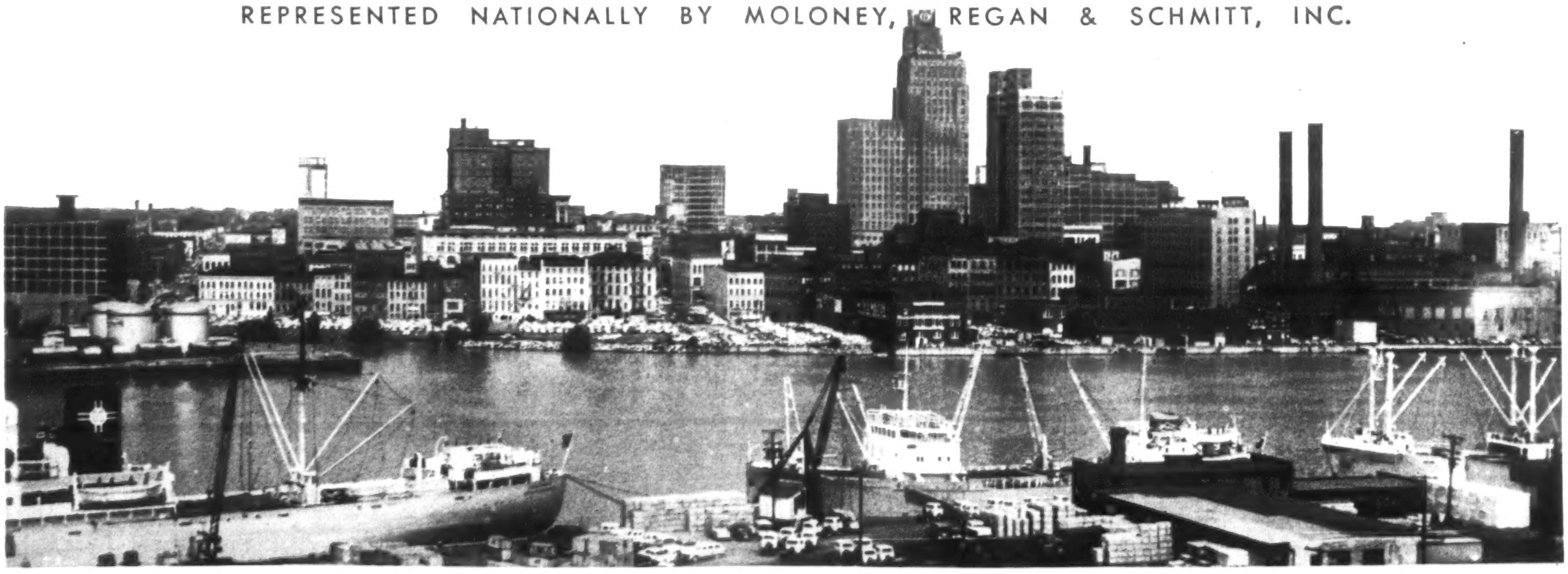
Some 60% of the nation's consumers are within 500 miles

Toledo is a logical transportation and distribution center for the raw materials and markets of the Midwest. And—with a trading area population of over one million and net effective buying income of over $2 billion, it offers national advertisers a market place of great economic stability. Fortunately THE BLADE provides an intensive coverage of its market that is matched by few newspapers in the nation.

THE BLADE

One of America's Great Newspapers

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.



Advertising Age
Feature Section

Product with an Ad Problem—CM
New Status Symbols—Weiss
Peeled Eye Crosses Restyled Tea Ads
Jezebel Gets into Retail Ads

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Progression: From Sassy to Sassier to Sassiest . . .

Adman Burnett Gets a Gold Key, Cracks Heads Together, Talks Ad Philosophy and Makes Bold Bid for Writers

When Leo Burnett, chairman of Leo Burnett Co., was made the first occupant of a new copywriters' hall of fame set up by the Advertising Writers of New York, he took full advantage of the unusual occasion. Himself a Chicagoan, his selection by the New York organization as its first gold key recipient was in itself interesting. He proceeded to make it more so with a self-styled (but aptly described) 'sassy' talk, in which he took off on New York admen, expounded his philosophy of the joys of writing advertising, and wound up with a direct pitch for unhappy copy geniuses to test his organization for a life of fun and frolic among the appleknockers who inhabit the strange land west of Jersey. Whether you agree or not, you will find this text of his short talk an interesting example of pungent writing with a chuckle or two and maybe even a guffaw.

By Leo Burnett
Chairman, Leo Burnett Co., Chicago

I want you to know right now that I'm pleased with what you're doing here tonight. I like this honor and the hooraw that attends it. Deep under my several layers of conscious self-depreciation, I have a stubborn vanity which responds favorably to your attentions, and which even feels that this sort of public notice is richly deserved.

It isn't easy for me to say this, but it's true: I am proud of my work. And I wouldn't want any humble phrasings that I might fall into during the next few minutes to lead you to think otherwise.

Let me talk to you as if you are the provincial sophisticates your popular image says you are. You be the slickers who believe that there's nothing west of the Hudson except something called New Jersey—and my gawd, you know what an advertising wasteland *that* is!—and I'll be the country boy whose earnest common sense opens your eyes and warms your hearts. Let me make as if to bring you news of how we appleknockers do things out there at home among the hay ricks and silos of Michigan Avenue.

Now, the truth is I don't know much about the agency business. I haven't had the advantages of the liberal education accumulated by the more ambulant adman. I've been stuck at one outfit for more than 25 years. All I know about other contemporary agencies is what I get by inference, and by fingering the little fuzzballs of information still clinging to the gray flannels of the good men who come to us from the outside world.

So I don't have first-hand knowledge of how you-all conduct your creative operations. Maybe there are substantial differences between your ways and ours. And maybe there are more points of agreement than you, in your insularity—and I in mine—might suppose.

Our agency—which started small, of course—is now billing at a fairly sizable rate. Now, I gather that among agencies in our general bracket, it's fairly common to divide things up—not necessarily as Interplanetary Inc. (or whatever that is) has done, with separate letterheads—but with separate creative managements overseeing separate groups of accounts, often in separate offices around the country. Sort of many-agencies-under-one-roof, creatively—loosely bound together by some manner of plans board, which may check the work at long intervals, and sometimes I have suspected, primarily in retrospect.

We haven't come to that at our place. We have a handful of creative executives through whom almost everything we create is cleared. Our creative review committee—a parcel of opinionated malcontents—studies almost everything we do long before the account men have to struggle off to the airport with the big black bags. When I'm not galavantin' around making speeches, I get in on most of this fun myself. Our committee is a sort of extrusion die that tries to give the agency's work the shape of quality. Of course, our patterns keep broadening in range of style, changing and improving as our many good writers push through their own ideas—ideas that have their own bite and abrasiveness, and so reshape our dies.

I guess we're kinda nutty. We *throw out* a lot of good ideas. We take the attitude that it's not enough for us to find a good idea and execute it well—we also have to *like* it.

This system is probably warranted to send any merely moderately able man staggering away from our arms muttering strange oaths and searching the real estate ads for chicken farms. But it seems to work.

Not Everybody Loves Us

But so much for humility. Now let me do a little bragging.

Our way of thinking seems to have developed for us some rather distinguished enemies.

Not everybody loves us. Writers of some ability have bathed in our fire and gone off cursing. But worse than that—we are not loved by some advertising men who know us only remotely.

You have a chap here in New York, who, judging by his book, doesn't seem to take kindly to our sort of folks. "Originality," he says, "is the most dangerous word in advertising."

I must admit that it takes a very original man to make a remark like that. If it was intended to be a shocker, it certainly was, to me at least. Sort of like having Westinghouse decide to come out with a theme line, "Progress is our most unimportant product."

I won't try here to refute that view of our business. That fellow's agency bills more than ours does, and I might properly be asked if I'm so smart, why ain't I rich. Maybe Charlie Brower will take him on sometime. Charlie's bigger than he is. And original, too.

That agency, which seems to be identifying itself as the apostle of unoriginality, (you don't suppose *they're* the people who sold that approach to the tv networks as a *programming* idea, do you?) . . . anyway that agency said a while back that it had "seven hundred people working to keep the client from changing an ad" that had run for eleven years. We've got "seven hundred people" working like crazy to make *new* ads and commercials. We're nutty. We *like* to make advertising. We think the people we're trying to reach can *like* advertising, and advertisers.

Some Copy Rules-of-Thumb

When our creative supervisors have time to look up from their work long enough to counsel the young comers, they say things like this:

"You want some rules-of-thumb for advertising writing? All right, try these—

- "Abide by the familiar principles of all literary effort—that is, strive for simplicity, clarity, credibility, relevant interest, freshness, and distinction.
- "Abide by the familiar principles of all craftsmanship—that is, select your devices to achieve your ends. Design always with one eye on the practical problems of production, and produce with an eye on the intentions of the design.
- "Make the most of the special advantages of the medium you're using. Newspaper advertising lends itself well, for example, to exciting announcement, through the use of big newsy typography and the like. Television lends itself well to certain demonstrations, and the communication of human emotion.
- "If you use fancy language, you'd better invent some of your own. Nothing gets hackneyed so fast as figures of speech. But nothing endures so well as simple words and phrases, which call attention only to their meanings, and not to their methods.
- "Finally, take the trouble to do it well."

■ Now, I suspect that these homely admonitions fall upon your ears without strangeness or shock, unless it be the shock of recognition. That's what *you* believe in too—isn't it? And when you have the time, and the energy, and the moral courage—you apply them. Just as we do—way out there beyond New Jersey, beyond Fort Wayne, right there on Michigan Avenue, where the tall corn grows.

Because many of you here tonight are working writers like me, and because I'm being as honest as I know how—though maybe a little sassier than usual (after all, I don't get a pass into the Copyman's Hall of Fame every day)—I'd like to share one more bit of philosophy with you.

When to Change Jobs

On a previous occasion when I was seduced away from the joys of ad-making and into position behind a lectern, I had reason to dig up an answer to the question, "When should a creative man change agencies?" I'd like you to think with me about our answer, and compare your own attitude.

"There are, of course, lots of reasons for changing jobs. Most of them can be remedied or fixed or minimized either by time or management. These are not usually inexorable reasons for change.

"But a few are. If you don't believe in the basic integrity or honesty of your agency's management—and if this matters to you—by all means leave. Not money, nor opportunity for advancement, nor security, nor anything else can make up for that fault. You will never be happy, and nothing good can come from such a relationship.

"And then there is the agency's fundamental attitude toward the creative idea. If creative selling ideas are not the agency's reason for being, then a good creative man will never be happy there.

"Only if the agency is built around the production of creative ideas—verbal and visual, in broadcasting and print and merchandising—is it the right kind of agency for the real creative man.

"For a writer, there's no happier shop than one where creative ideas are trumps. There are, of course, too few such agencies. If the hunger for billing affects the agency's creative judgment or output—the writer should head for the street."

■ To say it another way, the fun in our business is in doing it well. "A writer should change jobs when it's no longer fun to come to the office in the morning."

Let me admit, in conclusion, what the sharper minds among you may already have suspected:

I've been hoping, as I've talked, that there'd be a certain by-product of tonight's affair. I've tried to create in your minds a not-entirely-forbidding impression of our agency. We are a big agency, and we are the creative man's kind of big agency.

I just want to call your attention to this:

- IF you find basic compatibility with attitudes I have expressed . . .
- IF you like the big time advertising business . . .
- IF you are a good creative man . . . there may be a market for your services and a reward for your ego somewhere off of this tight little island . . . somewhere west of New Jersey. #

Tips for the Production Man . . .

Papermakers Explore Exciting New Horizons in Color

By Kenneth B. Butler

For years now it has been more or less accepted in the industry that four-color process plates require the whitest of white stocks. Color papers have been taboo on the still correct premise that the color of the stock would show through and thus affect the coloration of the finished reproduction.

Obvious. Even a dolt could understand.

But now, suddenly, along comes one of those inevitable wise guys, ready once again to shake our secure little world to its very foundations, saying, "Well, what's so wrong with that?"

■ The "wise guy," in this case, is the Appleton Paper Co., working in association with the General Printing Ink division of the Sun Chemical Co.

And the disturbing fact (to those who do not wish to be disturbed) is that Appleton backs up the question with some interesting reasoning and answers.

■ Listen: "Standard four-color process printing, which incorporates black ink and white paper, creates a washed-out *high noon* background to the scene which does not present things as we actually see them, because in nature there is no white background nor white periphery. Black ink actually 'robs' your color printing of naturalness because it dirties other colors and 'pulls' the eye due to its high absorption of light."

That sounds reasonable enough. Soooo . . . what's the answer?

Appleton's answer is a new coated book stock called Impact, which comprises a range of pastel shades enticingly titled jonquil, coral, suntex, azure blue, and mint green . . . all of which are very pretty but not unlike numerous papers you're familiar with.

■ The difference here, though, is that each of these stocks has been related to a corresponding set of four-color inks, reducing the contrast ratio from 17 to 1 (as in black on white) to a less harsh 8 to 1. On the coral, for example, you would utilize Impact maroon plus standard process red, yellow, and blue; on the jonquil and suntex, Impact brown would replace black; on the azure blue, Impact blue, and on the mint green, Impact green. All are, naturally, General inks.

As a "convincer," Appleton has printed up a nice little folder, filled with samples of Impact four-color work on Impact papers.

I cannot say that these specimens represent an unqualified success. Rather, it would seem that one more ingredient must be considered, namely—the content of each individual picture. For example, one of the pictures used shows two small boys and the inevitable dog floating under a bridge on a raft; this illustration seems quite natural on all the color stock samples and an obvious improvement over the same picture printed on white in the traditional process colors.

On the other hand, a baby-and-bottle picture, in which milk bottle, pillow and bedding are white, was convincing to me only on white stock and somehow rather repellent on some of the color stocks, notably the green.

Without having seen enough different applications to judge fairly, I wonder if it is not possible that the impact formula is most successful with outdoor scenes and least successful in scenes where the "natural" lighting would be an incandescent bulb?

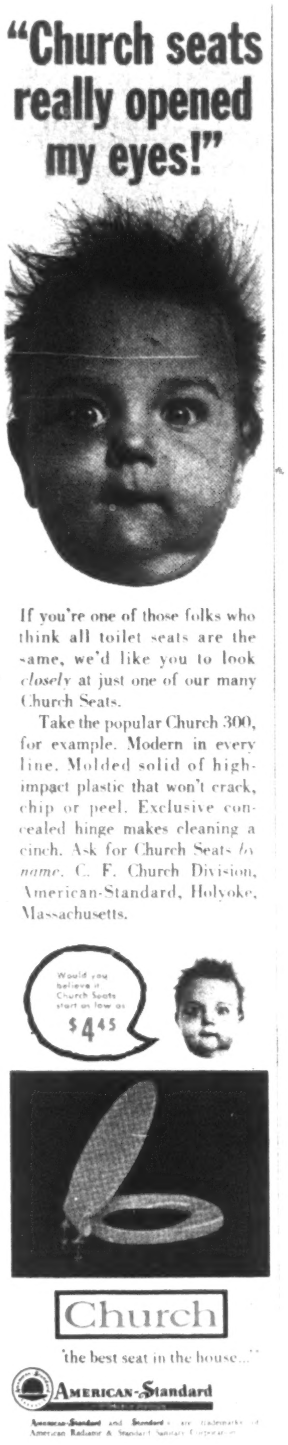
Be that as it may, I find this a terribly exciting experiment and would suggest that you write to the Appleton Coated Paper Co., Appleton, Wis., for samples of the Impact paper-ink combination.

* * *

While on the subject of color and paper, have you seen samples of the new Pine Tree Cover manufactured by the Pejepscot Paper Co.? "Wow!" is a most appropriate adjective.

The stock resembles a parchment in some respects, but has more body and the coloration is more contrasty. It is available in rose, brown, blue, green, and a violently beautiful conglomeration identified as "rainbow." Just to look at the latter is enough to make a designer drool with anticipation. And if someone really wants to shake us out of our collective lethargy, let him show us how to reproduce four-color process on Pine Tree rainbow! #

The Creative Man's Corner . . .



"Church seats really opened my eyes!"

If you're one of those folks who think all toilet seats are the same, we'd like you to look *closely* at just one of our many Church Seats.

Take the popular Church 300, for example. Modern in every line. Molded solid of high-impact plastic that won't crack, chip or peel. Exclusive concealed hinge makes cleaning a cinch. Ask for Church Seats *by name*. C. F. Church Division, American-Standard, Holyoke, Massachusetts.

Would you believe it Church Seats start as low as $4.45

Church

'the best seat in the house...'

AMERICAN-Standard

American-Standard and Standard ® are trademarks of American Radiator & Standard Sanitary Corporation

Dethroned

One thing we try to do in this Corner is to be honest—in our appraisals, in our reactions. Honest and realistic. If we are biased, we admit it. And, generally—so our mail indicates, we *are*.

We were struck by this ad for Church Seats—about which, we are confident, countless people converse in terms of pews. We would not think of stooping to such low-grade humor. But neither would we think of stooping to an advertising approach such as this. Looks as if someone had slammed the kid over the head with one of these high-impact plastic horse collars. There must be *some* good reason why a family would want its Johns topped with Church Seats. Do they last longer? Are they any less cold to the immediate touch? Are they or could they be guaranteed to be forever free of any tendency to pinch?

How, we say to ourself, would we advertise these close-to-unmentionables? Suggest guests check the trade name when they go to the powder room? Tell a freedom-from-harmful-germs story? Proclaim the advantages of contours that provide a universal fit? Urge the client to add some distinguishing feature—like a magazine rack?

This, we suspect, is a real problem product. The best the Church people have been able to do is to come up with a slogan, "The best seat in the house." This doesn't ring with conviction. How about, "It becomes the throned monarch better than his crown?" Or, paraphrasing Kipling, "If it's a Church, your throne is above the king's?" No, none of these. Yet, anything rather than this kid who looks as if he had walked into the bathroom in the dark and found the Church Seat *up*. #

What They Were Saying 25 Years Ago . . .

New York-datelined story (AA, Feb. 24, 1936):

The first straightforward attempt yet made by a cigar manufacturer to woo smokers away from the cigaret is meeting with success, E. Regensburg & Sons believe . . . Regensburg is offering a new technique in such copy as this:

"Attention, cigaret smokers! Light an Admiration-Epicure or Cabinet and discover that you can really inhale a mild cigar. Take a full puff—exhale nine-tenths of the smoke—inhale the remainder. Discover how mellow-mild, yet thoroughly satisfactory, Admiration cigars are."

Richard R. Deupree, president of Procter & Gamble Co., initiating the Carroll J. Swan Memorial lectures, endowed by the Advertising Club of Boston, at Harvard Business School (AA, March 23, 1936):

"Advertising is essentially simple. It does not demand inspiration and 'flairs' for its success. Rather the need for sound reasoning and the simple truth, simply told, so that it carries conviction with repetition."

For advertising men who are also business men:

What GOOD HOUSEKEEPING'S new fifty-cent cover price means in terms of advertising costs

Good Housekeeping's decision to raise its cover price, effective with the October issue, not only reflects its position as *the* quality women's service magazine, but it has important meaning for advertising men who are also business men.

This change, and all that it implies, can only be fully understood against the background of what has been happening in the women's service field generally.

For more than a year, McCall's and the Ladies' Home Journal have been engaged in a highly competitive and a highly publicized circulation race.

This contest is apparently conducted on the premise that the magazine claiming the largest circulation will automatically be assumed by advertisers to be the "best"—and hopefully rewarded with corresponding advertising patronage.

From an advertiser's point of view, there are a number of things seriously wrong with this approach:

First, box-car circulation figures are not necessarily a criterion of quality—either of the magazine, the reader, or her responsiveness to the magazine.

Secondly, modern circulation promotion methods permit a publication to add circulation almost at will, *provided it is prepared to pay the price.* The higher the circulation is pumped beyond its natural level, the greater the cost. Who pays this cost?

The answer is dramatically supplied by the recent advertising rate increases of both the Ladies' Home Journal and McCall's. For instance, from January 1960 through July 1961, the circulation *base* of the Ladies' Home Journal has gone up 12%, while the black and white advertising page *rate* is up 39%.

In the same period, McCall's circulation *base* has gone up 29%, but five advertising *rate* increases have totaled 65%. The last rate increase in this period is costing advertisers $16 per thousand for the new increased circulation on the Ladies' Home Journal, $14 per thousand for McCall's. (Four-color costs are up even more.)

During the same period Good Housekeeping's *base* went up 15%, but black and white *rates* increased only 21%, and the new circulation cost $9 per thousand.

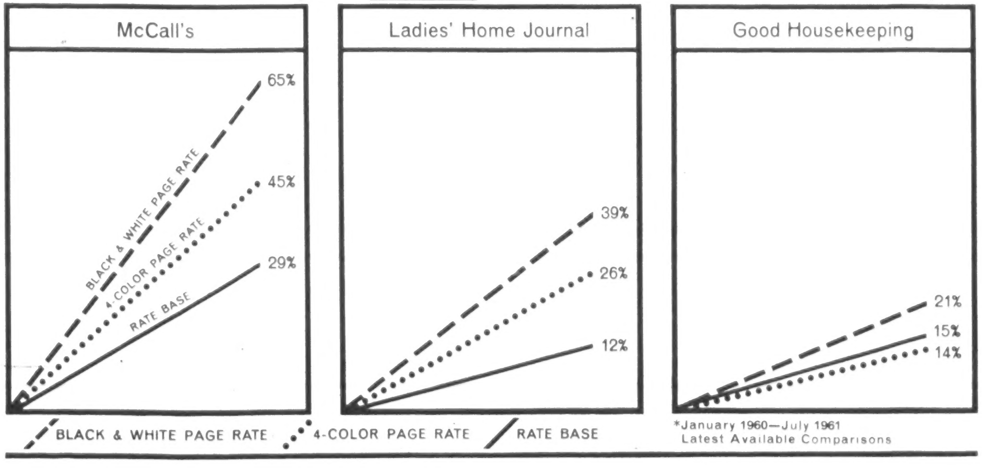
You who are concerned with the efficiency of your advertising and your ability to buy all-important continuity, cannot but view these comparisons with considerable interest.

Good Housekeeping has never considered that it could or should appeal to everyone. From its very first issue, seventy-six years ago, we have concentrated on one chosen audience – the dedicated homemaker. The development of the Good Housekeeping Institute, the Seal, the Consumers' Guaranty, and the Buyers Guide are all evidence of this fact. In depth of service material, in breadth of coverage, in the dimension of *concern* for its readers' welfare, Good Housekeeping stands alone.

Good Housekeeping couples the highest cover price among all multi-million circulation magazines with a premium subscription price in the women's service field. At the same time, Good Housekeeping announces the maintenance of present advertising rates through 1961. Thus we confirm our policy of publishing the best possible service magazine for our readers, and offering our advertisers a high quality audience that is both selective and responsive—at an equitable rate.

We believe this philosophy of considering quality first, for both reader and advertiser, is what makes Good Housekeeping different—and what makes it a great advertising medium.

INCREASE IN PAGE COSTS COMPARED TO RATE BASE*



*January 1960—July 1961
Latest Available Comparisons

Good Housekeeping

Magazine and Institute / A Hearst Magazine

Guaranteed by Good Housekeeping

Employe Communications . . .

How to Communicate With Stockholders

By Robert Newcomb and Marg Sammons

When the larger companies have something of importance to say to their stockholders, a little pressure on the green button will usually bring a public relations expert from the company department or from an outside concern. They are able to get the word out promptly and, one assumes, professionally.

The smaller companies often do not have public relations managers, and perhaps do not engage outside counsel to help ride them through public relations situations. As a matter of fact, only in the past few months the internal communications people of companies of moderate size have been summoned to lend a hand with shareholder communications. Literally dozens of these internal communications men and women are handling all or some phase of stockholder relations; many are doing it well.

■ The cynics of communication dispose of the subject of this column merely by suggesting that dividends be bigger, the stock keep rising and that the splits be frequent. Happily not all communicators are cynics. There actually is some sound, genuine thinking behind such small, internally produced stockholder journals as those issued at General Mills Inc. and Yale & Towne Mfg. Co. These have been tailor-made for the stockholder; they aren't weakened through multiple-audience appeal. The publications aren't very big; they are easy to read and they appear to tell the stockholder quite a few things a stockholder would like to know. Probably more important than anything else, they are neither elaborate nor overly colorful, so that the stockholder wishes that some of the high production cost could have been detoured into dividends.

It's possible, of course, to carry compactness too far. Some of the short, briskly to-the-point letters from company managements to stockholders seem to offend rather than endear.

■ Somewhere in the middle there is a good answer to the question of how to communicate with stockholders. If the internal communicator cannot, for some corporate reason, produce a publication, he might profitably think in terms of the small conveying folder used for mailing dividend checks. These are common devices and many companies use them to send company messages.

Few companies in our observation, however, do any more resultful job with the dividend check mailer than American Steel Foundries. This is an extremely simple affair ($3\frac{1}{4}$x$7\frac{3}{8}$") single fold, in two colors. But its inside copy is catching: In each issue the editor takes up some facet of ASF production. Currently the folder tells about one technical development, uses two sketches to back it up. The copy reads: "Piggy-back rail transportation on a standard flat car has posed a clearance problem in certain sections of the country. A prominent railroad car manufacturer approached ASF with the problem. Working together, the two companies soon effected a solution. The car manufacturer developed a new and improved flat car structure; ASF engineering specialists developed a new low-profile ride control truck, which permits an over-all height reduction of 10 full inches . . ."

Just a 20-second hint that the stockholder's company is on its toes. That, plus the dividend check, is often all the stockholder asks. ≠

What They're (Really) Saying . . .

By W. H. Everett

"That's my damned recommendation and I'll stand by it!"

On the Merchandising Front . . .

Meagre Possessions a Mark of Social Status?

By E. B. Weiss

Many years ago, when "that man" was in Washington and entertained occasionally at his Hyde Park home, the king and queen of England were overnight guests at Hyde Park. A story went the rounds at the time to the effect that one or the other member of the royal family was catapulted unceremoniously to the floor when a Roosevelt chair collapsed!

E. B. Weiss

It *could* have happened. Eleanor Roosevelt was not (and probably still is not) one to take pride in home possessions. The Hyde Park home never won awards from *House Beautiful*, *House and Garden*, or *Better Homes* for being the ultimate in decor.

Yet, while President Kennedy's espousal of the New England rocket has obviously kicked off a rocker fad (which actually had begun to blossom before the President was photographed in a rocker), and while it is obvious that Jacqueline Kennedy is destined to start a fashion whirl each season, and while other presidents and their wives have fanned innumerable fashion and social trends—the Rooseveltian dislike for an affluent home never acquired much of a following.

■ I cite this incident because currently I hear rumblings about the possibility—nay, the probability—that meagre possessions are destined to become a new fad; a new sign of social status. Those who claim to see this startling reversal in our historic attitude looming ahead, point to the imported small car and the American compact car as the handwriting on the wall. They assert that when the lower priced American cars, as well as the medium priced cars, all became so huge and so burdened with chrome and accessories as to resemble closely the highest priced cars—it was no longer possible for those born to social status to nail down their inherited social position by acquiring Cadillacs, Lincolns and Imperials. Therefore, in order to remain apart from the hoi-poloi they either bought expensive imports—or, they went to the other extreme, and bought the tiny low-priced foreign cars.

■ There is little question that *among* the early buyers of the small foreign autos were families with both social status and the wealth to back it up. And neither is there any question that, for a short time, it became "socially right" to boast of economy in one's auto in families where economy really had little reason for existence.

Reasoning from this incident, and continuing with examples taken from the current lethargy in the buying of homes, of major appliances, and of innumerable home possessions—there are, as I have remarked, some who profess to see ahead an era in which bare rooms, bare walls, and maybe bare cupboards will become the new mark of social status.

Some of those who take this position point to the current vogue for things Japanese and underscore the fact that the Japanese home, even in the wealthiest families, is a pretty empty suite of rooms by American standards. The implication is that, since we are imitating the Japanese in home decor, we will carry this to the Japanese concept of minimum home possessions.

■ When it comes to marks of social status *nothing* is impossible. For example, it is truly fantastic to find owners of thoroughly modern or contemporary homes installing traditional country kitchens—complete not only to the fireplace and Dutch oven, but even including the rifle and powder horn above the fireplace mantle. It is equally startling to note that it is now quite proper to mix up traditional, contemporary, colonial, French and Italian provincial, plus a touch of Empire.

So it would be foolhardy to insist that there will *never* come a time when the American home will take pride in its bareness, in its flight from possessions. Certainly, the true beatnik points with pride to a "pad" that is as innocent of possessions as the hut of a dedicated Indian fakir.

But I have a very strong feeling that if such a development lies ahead—then it is way off in the very distant future; so far away as hardly to warrant consideration in marketing projections for the next decade or more.

■ My belief is that the American home is destined to bulge *even more* with possessions. Moreover, I think that fashions in home decor will change with increasing rapidity—in time, they will change almost as rapidly as women's apparel fashions.

I am convinced that the second home and the third home are to become new marks of social status—and these homes will be loaded down with possessions.

And I believe that social status will now require not merely two of this and that, but possessions in triplets and quadruplets.

I agree that the marks of social status change periodically. Clearly, the luxurious, huge auto has lost some of its position as a foremost mark of social status.

But as I see it, the present decade at least will be not merely an affluent era, but an era in which the American family will compete in the acquisition of possessions *as never before*. This doesn't mean that the rush to acquire possessions will involve the *same* units that typified the decade between 1950 to 1960—there will be changes and *drastic* changes. (I think there will develop a competition among American families to start boasting of the number of services they buy for home comfort.)

But it will continue to be mortifying in most American homes, to have a chair collapse from under a guest—whether or not the guest is a member of a royal family. #

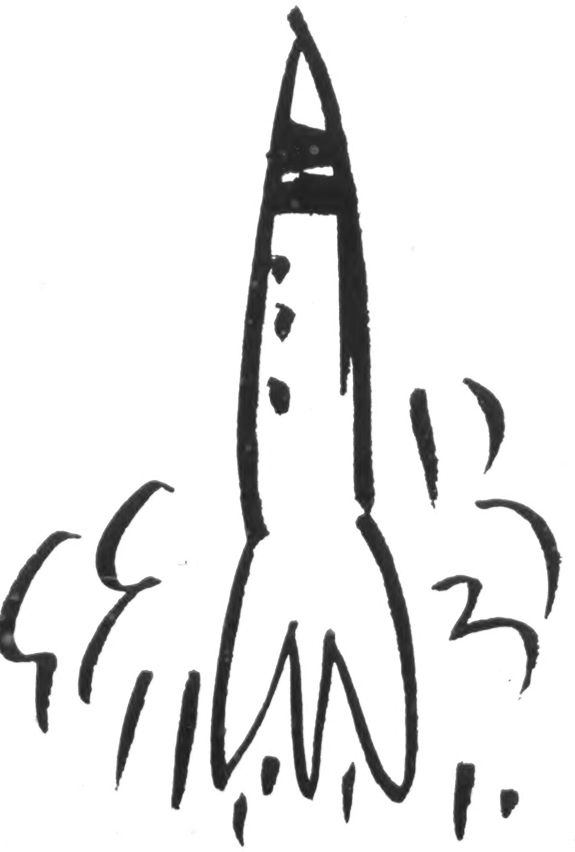
More people are reading The New York Times than ever before

Weekday circulation is 744,763 – up 58,517 over 1960

Sunday circulation is 1,400,826 – up 28,887 over 1960

(These are average net paid sale figures for the six months ended March 31, 1961, compared with figures for the same period a year ago.)

This growth of The New York Times is one of the most exciting newspapers stories in the U. S. In the past ten years The Times has grown in circulation more than any other New York newspaper. In fact, in the past ten years The New York Times circulation growth has been one of the greatest of any U. S. newspaper. Grow along with us. Any of our advertising representatives will gladly give you details.



The Peeled Eye Department . . .

Drink This Tea—and You Won't See

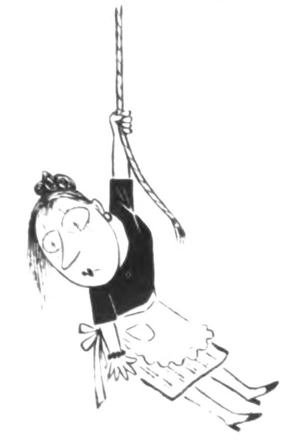
By Dick Neff

Copy Cut-up Pours Free Ad-vice

A well-known advertising columnist who asked us not to use his name—and with good reasons, too—saw these shockingly altered Tea Council ads in a bar recently and was public-spirited enough to send them to us.

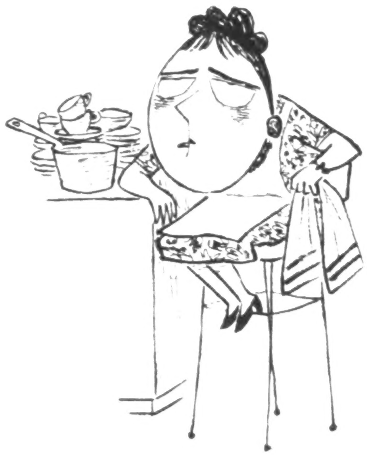
Dick Neff

We heartily disapprove—as we are sure he does—of the sentiments contained therein and reproduce them solely as an example of the evil influences to which unwary tea drinkers who venture into public places are exposing themselves.



When you feel you're at the end of your rope.

Try drinking



When you're really feeling bushed.

Try drinking

Our Spelling-Champion Art Directors

Advertising's art directors, we are told, occasionally louse up a headline with their esthetically pleasing but inexact spelling.

But sometimes they rise to greatness and give a headline true distinction with their special and unpredictable talents. When the copywriter, too, has so much artistry in his or her veins that art triumphs over orthography, the result is a headline with interest above and beyond the call of duty.

Such a headline was once created for Pan Am, Sally Chapman, recently of J. Walter Thompson, informs us. Don't hold us to the number in the headline, but the wording in the layout was roughly as follows: "50 BIRTHS PER FLIGHT ON PAN AM!"

No News Would Be Better News

You can certainly count on telegrams for action, as the Western Union ad shown here, sent to us by Ernest J. Tricomi, of Service Composition, Camden, N.J., points out.

A full-page ad in March 17th *Time*, it showed this exchange of telegrams between two aircraft industry executives:

Western Union
R. Tripp
Aerojet-General Corp.
Sacramento, Calif.
Urgently require shipping data on engineering control system cx6124 for first Titan operational base. Advise.
H. Gunther
Martin Company
Denver, Colorado

Western Union
H. Gunther
Martin Company
Denver, Colo.
Titan control system cx6124 being shipped via air express today. Will arrive Denver tomorrow 2 pm.
H. Tripp
Aerojet-General Corp.
Sacramento, Calif.

"After this exchange," Ernie says, "Mr. Gunther might well have dashed off the following letter to Mr. Tripp:

"Mr. R. Tripp
Aerojet-General Corp.
Sacramento, Calif.

'Dear Mr. Tripp:

'Today, promptly at 2 p.m., the Titan Control System CX6124 arrived at my office door. It was in six crates, each weighing several hundred pounds. The bill for air freight comes to $2,456.65.

'My wire of March 3, 1961 distinctly requested *shipping data* of the Control System. If you will have your secretary (or anyone who can) read the telegram to you, you will see that you have made one helluva mistake.

'I am instructing our shipping department to return the Control System to you. I am also instructing our accounts receivable department to issue an invoice to Aerojet-General Corp. in the amount of $4,913.30, the cost of shipping in both directions.

'Very truly yours,
'MARTIN COMPANY
'H. Gunther

'P.S. I still need the shipping data requested in my telegram'."

Honesty-in-Advertising Dept.

The window of a Madison Avenue jeweler in New York bears this sign:

HOLLO BROS.

IS There Such a Copywriter?

There's British whimsy all over an advertisement that Graydon Walker of Geyer, Morey, Madden & Ballard, New York, called to our attention. It's from the recent issue of *Punch* that printed winners of an ad-writing contest. The ad carried this headline:

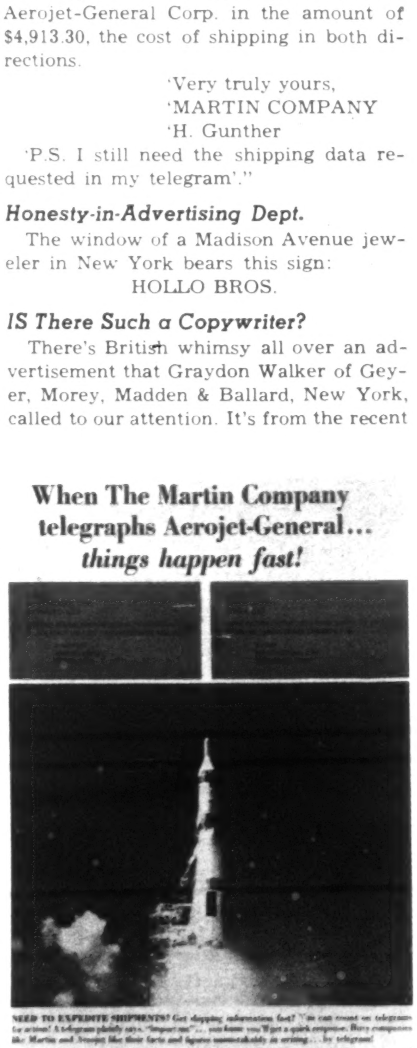
FANTASTIC AD SALE

—plus some pretty droll copy and this logo:

Fiebler & Fiebler
Advertising Agents
"Never Knowingly Understate"

But we think the English ad that Whiting Hall, also of GMM&B, told us about really takes the crumpets. It's from a British advertising trade publication, as we recall, and it carries this headline:

Wanted: Copywriters with
original ideas that
haven't been used in the past 20 years.



When The Martin Company telegraphs Aerojet-General... *things happen fast!*

Western Union . . . *for action!*

Learning from the Retail Ads . . .

Illiteracy—or Maybe Just Bad Taste

By Clyde Bedell

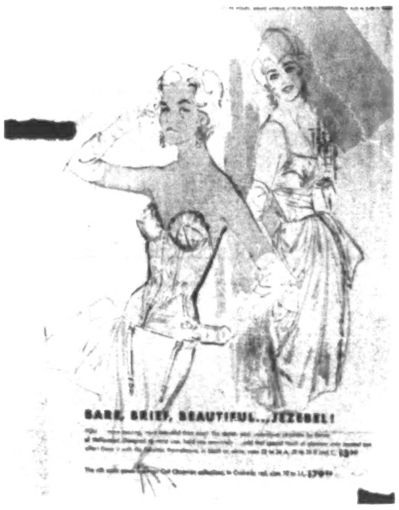
Where I come from, and in the books I have read, the term "Jezebel" is not applied to women complimentarily.

Jezebel was the wife of Ahab, King of Israel. She was a vengeful, hard creature who shed the blood of a good many "servants of the Lord," and her "whoredoms" are referred to in II Kings 9.

The term is used in literature allusively of a wicked, impudent, or abandoned woman.

Ever since, a good many years ago, a "brilliant" advertising writer of mine confused Aphrodite with her son (in an ad), I have not neglected to urge advertising people never to use mythological or Biblical or other ancient characters in advertising, without refreshing their memories.

I wonder how many women in the great city in which this ad appeared happened to be well enough read, or informed, to know this manufacturer and this store were ill-informed. #



[redacted]

BARE, BRIEF, BEAUTIFUL...JEZEBEL!

[redacted]

Salesense in Advertising . . .

Concerning Directness and Simplicity

By James D. Woolf
Advertising Consultant

The shortest distance between two points is a direct line.

St. John demonstrated this when he portrayed, in a sentence of two short words, the sorrow of his Master, "*Jesus wept.*"

James D. Woolf

Another writer, unskilled in the art of simplicity and directness, would have drawn a less graphic picture in a paragraph or even a page.

"Jesus wept." Simple, clear, direct—yet pregnant with meaning and power in its appeal to the imagination.

If brevity is the soul of wit, it is also the soul of charm and force.

It may be that at times "the longest way 'round is the shortest way home," but this is seldom the case in advertising copy. Nearly always the simplest and most direct form of statement is the most beautiful and forceful.

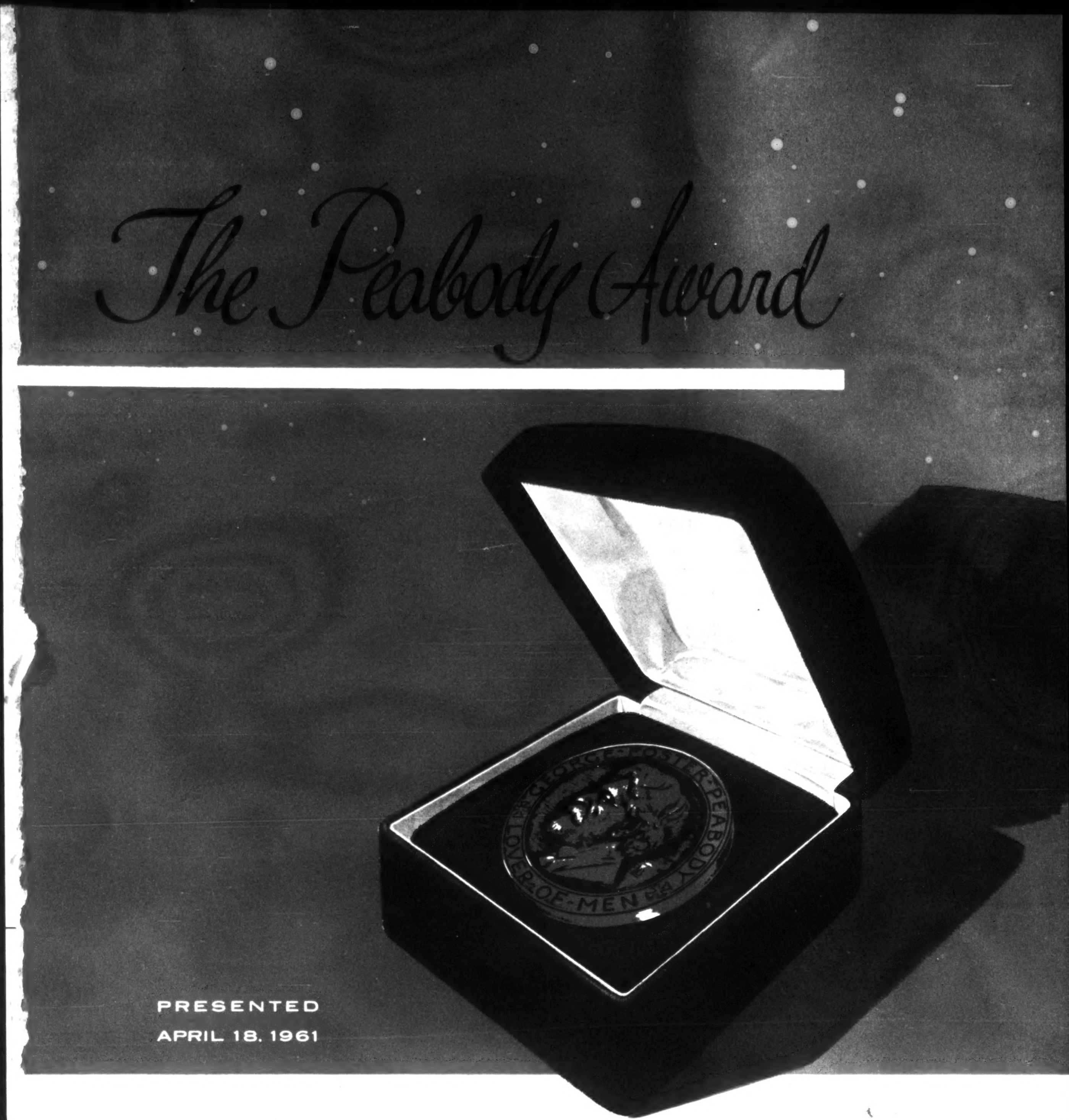
■ Herbert Spencer wrote: "Regarding language as an apparatus of symbols for the conveyance of thought, we may say that, as in a mechanical apparatus, the more simple and the better arranged in its parts, the greater will be the effect produced . . . Hence, the more time and attention it takes to receive and understand each sentence, the less time and attention can be given to the contained idea, and the less vividly will that idea be conceived."

What applies to words also applies to sentence structure. In copy directed to ordinary people there is no place for long, involved sentences. There should be little need for the semicolon, and paragraphing should be done generously. And always, for the sake of clearness and force, *specific* words and terms should be used.

■ Directness is always a virtue in copy. Writers unskilled in the art of simple directness have a tendency to open up their copy with too many words. After two or three paragraphs of preamble and prologue, they succeed finally in arriving at the important topic sentence. They seem to shy at starting off with a direct statement concerning the core of the subject. Like the baseball pitcher, they must "wind up" and go through a series of motions before they let go with their delivery.

So far we have been considering directness and simplicity in relation to expression; equally important is this principle in relation to *idea*. The simpler the core idea the more effective is it likely to be. It is difficult to interest the average reader in any concept that puts a strain on his powers of understanding; thinking is hard work for average people; mental inertia is a common human failing.

I can see no merit in indirect approaches. If the real meat of the subject is so lacking in interest that it is unworthy of being featured in the main lead, the reader's attention will be lost anyway the moment he gets into the copy. If, on the other hand, the topic idea does have interest, it should be presented directly and simply at the very start. In this way one can be sure of at least catching the attention of those who have an interest in the subject, whereas the "blind" indirect headline may lose them. #

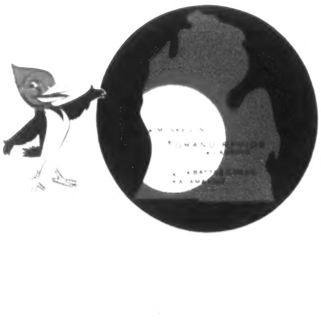

The Peabody Award
GEORGE FOSTER PEABODY
LOVER OF MEN
PRESENTED
APRIL 18, 1961

For meritorious locally-produced Radio-TV programming

WOOD AM TV

A SUBSIDIARY OF TIME INC.

GRAND RAPIDS, MICHIGAN. WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio—NBC. Represented by the Katz Agency.


GRAND RAPIDS
BATTLE CREEK
KALAMAZOO

Gilbert Swanson Succeeds Brother as Butter-Nut President

OMAHA, April 25—Butter-Nut Foods Co. has elected Gilbert C. Swanson as president, succeeding his brother, the late W. Clarke Swanson.

Gilbert retains his post as chairman of the board. Clarke, 53, suffered a heart attack on a Palm Springs, Cal., golf course April 15.

Both brothers grew up in the food business with C. A. Swanson & Sons, the frozen food company founded by their father. Swanson TV brand dinners were a household word by the time C. A. Swanson & Sons merged with Campbell Soup Co. in 1955. Clarke, who had been president, became a director and consultant with Campbell, a post he occupied at the time of his death.

In 1958 the Swanson family bought Paxton & Gallagher Co. and its subsidiary, Butter-Nut Foods, and Clarke Swanson became president. Marketing of Butter-Nut coffee was expanded, so that it is now sold throughout the Midwest and on the Pacific Coast. Next month a new roasting plant will be officially opened in Los Angeles. #

Harris, Wilson & Walt Formed

Harris & Wilson Inc., Chicago, will be dissolved, and will be succeeded by Harris, Wilson & Walt Inc., with headquarters at 110 N. Wacker Dr., Chicago. Principals will be Morton Wilson, a vp in the old agency, president; William E. Walt, secretary-treasurer; and Thomas J. Harris, founder and president of Harris & Wilson, who will be vp, a director and account executive. Donald K. Morrison, who has operated his own Chicago agency, will join the new agency as vp and account executive, bringing his clients. The new agency's billings will be under $1,000,000, Mr. Wilson said.

Westinghouse Sets New Push

Westinghouse Electric Corp.'s television-radio division will launch a new campaign on May 15 for a new six-transistor radio to be introduced in May. A series of 1,000 and 750-line ads in newspapers in 25 to 30 markets will be used, to be followed by similar ads in 60 to 70 secondary markets. Grey Advertising Agency, New York, is the agency.

Riner Succeeds Mendell

Philip B. Riner, who joined MacDonald-Cook Co., South Bend, Ind., Jan. 1 as account executive, has taken over the duties of Claude F. Mendell, tv director and account executive. Mr. Mendell has resigned to devote full time to two companies organized in 1960.

United Launches Radio Push

United Wallpaper Co., Chicago, is currently running a $24,000 test campaign on NBC Radio, using 190 stations. The six-week campaign marks the first time that United has used radio. Irving J. Rosenbloom & Associates, Chicago, is the agency.

St. Louis Ad Writers Elect

Laurence E. Bartram, D'Arcy Advertising Co., has been elected president of the Advertising Writers Club of St. Louis. Other officers include Pat Perrone, Monsanto Chemical Co., vp, and Lucille Quernheim, Krupnick & Associates, secretary-treasurer.

Karzen Appoints Two

Karzen & Associates, Chicago, advertising art and production studio, has promoted Albert Baerson from account supervisor to director of its catalog division. At the same time, George Guida was promoted from assistant to catalog production manager.

Information for Advertisers

Psychological sales deterents and ways to overcome them is the subject of a new training film being produced by **Roundtable Productions.** July has been set as tentative release date for the film, to be available in both color and b&w. Additional information may be obtained from Roundtable Productions, 275 S. Beverly Dr., Beverly Hills.

- "What Makes Savings Incentives Productive?" a booklet outlining the basic principles for using incentive premiums for savings promotion, has been published by and is available from **Thatcher Glass Mfg. Co.,** Jeannette, Pa.

- "Student Expenditures at Oregon State University," a study of Oregon State student expenditures, has been published by **Oregon State College.** Conducted by marketing research students in the school of business & technology, Oregon State University, additional information may be obtained from Homer Dalbey, assistant professor of business administration, Oregon State College, School of Business & Technology, Corvallis, Ore. #

Sampers Joins Metcalf

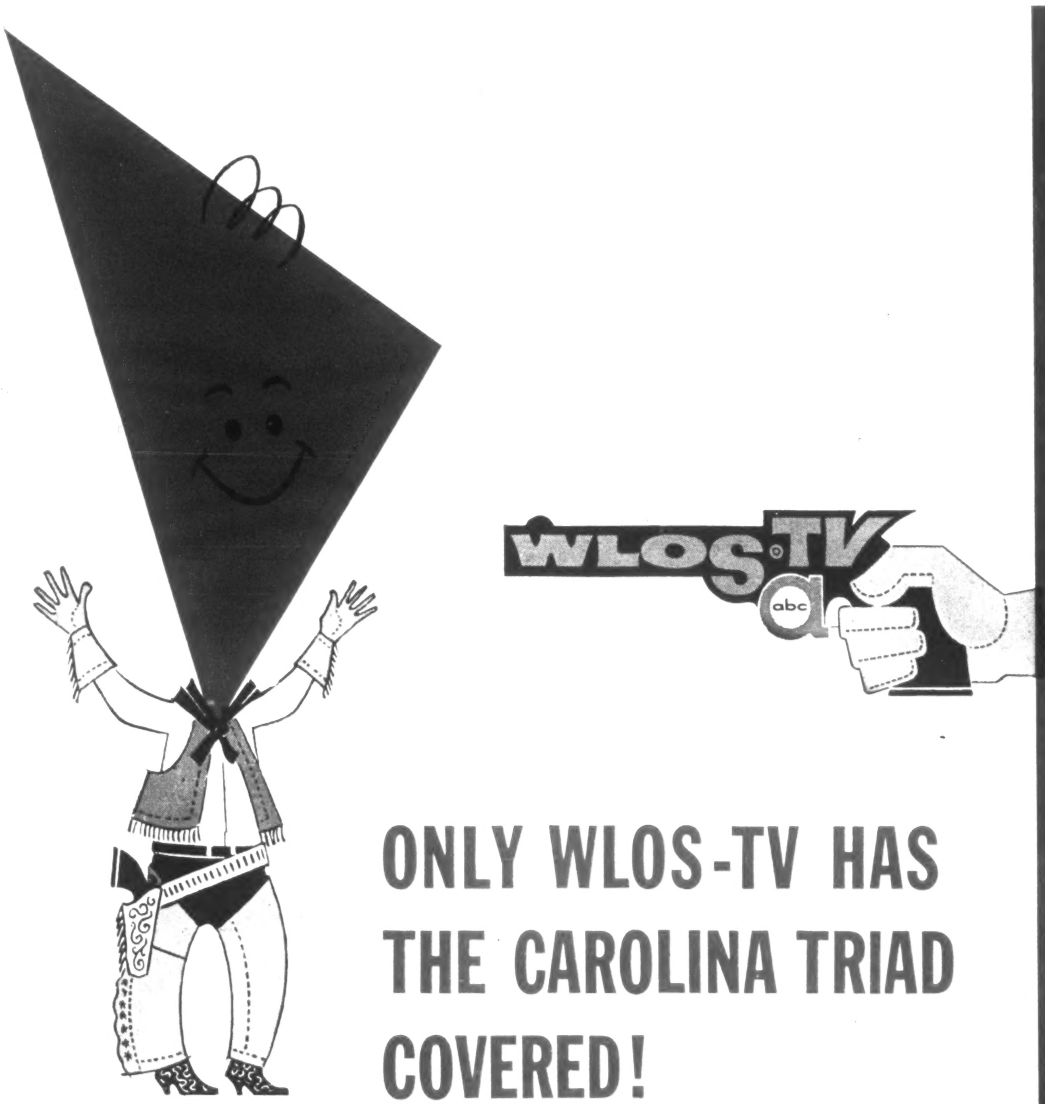
Edward C. Sampers has joined George T. Metcalf Co., Providence, as director of copy. Mr. Sampers was formerly with Noyes & Co., Providence.

Guth, Francis Adds Three

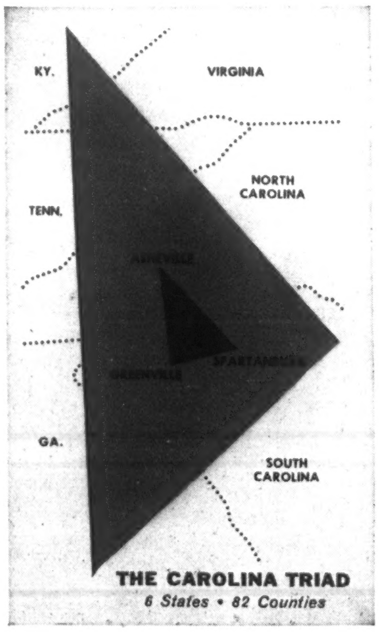
Guth, Francis & Richards, New York, has been named to handle three new accounts. They are Golf-o-Tron, a self-contained electronic golf course, produced by S & M Products Co.; Fondeville & Co., manufacturer of Royal Tettau and Bavarian china; and Suzie Cooper & Wood & Sons, maker of English bone china.

Culver Adds Account

New Hampshire Ball Bearings, Peterborough, N. H., has appointed Culver Advertising, Boston, to handle its advertising.



ONLY WLOS-TV HAS THE CAROLINA TRIAD COVERED!



THE CAROLINA TRIAD
6 States • 82 Counties

THE CAROLINA TRIAD...a two-billion-dollar market . . . stretches across 82 counties in 6 states!

ONLY WLOS-TV covers the Carolina Triad with unduplicated network signal . . . gives you net weekly circulation of 301,600*!

*1960 ARB coverage study

WLOS-TV abc

Serving

GREENVILLE — ASHEVILLE — SPARTANBURG

A Wometco Enterprises, Inc., Station

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WLGA-TV
(affiliate)

AT THE BOARD—*William Glenn, Sylvania's director of sales management development (seated) and Ed Slater, director of advertising, watch team decisions going into the Univac.*

Electronic Dry Run . . .

Sylvania Admen Take a Whirl at Management, Prove Skilled Bosses

'We're Losing Money Like Crazy, but Our Projections Are Perfect'

By Lawrence Bernard

SYRACUSE, April 25—Four teams, made up of 20 advertising and merchandising men, spent the better part of a day and night here involved in a "game."

For a "playing-board," they had a $1,000,000 Univac installation. The rules they followed: Undertake the national marketing of a relatively new product, taking into consideration such factors as sales personnel administration, product pricing, advertising and sales promotion expenditures and stock management.

The 20 men, divided into four teams, were asked to increase their companies' profits.

While their immediate object was to increase profits, the long-range purpose of the "game" was to teach the advertising executives what goes into a "marketing mix" and to help them gain an insight into its complexities.

■ The session was held at Sylvania Electric Products' data processing center in Camillus, a Syracuse suburb. The "players" represented nine Sylvania ad departments handling 13 different ad programs with budgets ranging from $150,000 to $1,500,000 annually.

These men work under Edward L. Slater, director of advertising, who was part of a team that went through the "game" last year, when top level company men, including vps and general managers, participated.

Today was the first time the game was played by divisional admen. W. L. Glenn, sales management development head, who ran this session and has been through six others, said later that the four teams of admen turned in the best net profit of any of the seven company groups.

In fact, their lowest sales during the "13-month period" they were in competition with each other and Univac, exceeded the highest sales of any previous group and, as a result, the entire market for the unidentified product will be expanded for any future "players."

■ **"Advertising gradually increased as you went along, and this had a definite effect on the growth of the entire market," Mr. Glenn commented to a morning-after critique. In the critique the four teams described their objectives, organization, planning, decision-making effectiveness and outlined the present and future financial conditions of their hypothetical companies.**

One team reported one of its premises was to key its advertising expenditures to the potential of individual months, "but the market was so sensitive to advertising that we got clobbered ourselves."

This team, Champion, nevertheless, managed to turn in a $238,000 profit in the 13 months the "game" was played.

All teams started out with a $27,000 net. At one point, when they were all above the $100,000 mark, less than $3,000 separated three of the four teams.

Ultimately, the Ace team took the lead with $372,100, followed by Best ($358,000) Delite ($314,793) and Champion, which managed to recover from a sizable deficit.

■ Fortified by the results of their operations the day before, the teams outlined their programs as follows:

• Ace said it had set up as objectives, to (1) increase share of market by 1% monthly (2) reduce the cost per unit, and (3) increase profits, a goal which proved impossible because "our competition was too good."

• The Best group decided to use the eastern region as a pilot operation, expanding successful tactics to the southern and western regions. Best said, "We didn't say, 'You take care of this and report to me.' We sat down together and discussed this broadly and then each went to work to do the best job."

At one point, "we raised our prices in order to stop orders (and a potential stock-out) and we know now this was wrong." The company made only $1,000 profit that month.

• Delite's marketing strategy was to (1) lose money the first quarter because of investment spending; (2) break even for the first half; (3) make money in the second half.

"We tried for consistency but we frankly didn't get it." At one point, Delite was penalized by stock-outs in several regions. (In fact, all companies hitting stock-outs were heavily penalized, because a stock-out not only meant that merchandise wasn't available to fill the customer's order, but also that advertising and other selling expenditures that month were a complete waste; also, customer confidence in the company had been weakened.)

• Champion seemed to suffer from a lack of strategy in many areas, and much of the time appeared to function as a company reacting to competitors' moves, instead of being an organization with a plan. Frequently, there was too much dependence on the thinking of one individual, rather than use of the combined talents of a team.

For each month's operations, each team filled out a "decision form," which was then fed into the computer. Based on individual decisions, balanced against a marketing profile for the product which had previously been programmed into the computer, they got back results of their monthly operations.

On the monthly "decision form," the team entered: Price for the coming month in each region; sales commissions; personnel administration decisions (Shall we hire experienced men, best available, send men to training school, fire men or transfer to other regions?); national and local advertising and sales promotion budgets; shipping information (direct from factory, transshipped) and requests for market research.

■ Advertising and sales promotion could only be bought in certain package combinations and at certain intervals. Long-term advertising purchases were less costly than short-term. Not all decisions could be made on a monthly basis.

Each team had to make a monthly "demand forecast" for the product, based on individual efforts in relation to the marketing profile already known to them.

Teams were charged for shipments, inventory control, personnel changes (it cost $1,000 to hire away a top salesman from a competitor, $500 to fail in the attempt, $1,000 to fire or transfer men and $1,500 for a month's training), and for market research reports ($3,000 for a share of market report on all competitors, $1,500 for an advertising breakdown, $750 for a personnel report giving numbers and efficiency).

■ There were, of course, some practical defects in placing a corporation's life in the hands of an electronic computer. A radical departure from accepted methods could bring only havoc. Univac could not react to research and development on improving the product. It could not evaluate the originality or creativity of advertising. In short, it could not fill the role of a company moving into a field with unorthodox, creative methods.

Essentially, the exercise provided an opportunity for the participants to simulate operation of a company, from factory to consumer, for more than a year—in less than a day.

An observer touring the four conference rooms was able to note individual team planning as well as the interplay of one team upon another.

■ Some comments from the advertising-merchandising men were:

• "If we hire more men are we going to cut down on advertising?"

• "In a period of declining market, I'm willing to decrease our advertising and put the money into sales training."

• "With a successful formula, shall we go national with a bang or continue to more regionally?"

• "We have the best profit, but look at X's share of market. We better start spending money."

• "We spent January, February and March getting ready for April and then you'll never guess what happened in April. We ran out of stock. Of course, this proves our basic formula is right."

• "We're losing money like crazy but our projections are perfect."

• "We've lost a man, so we better do more advertising next month to compensate for him."

• "Shall we raise commissions or raise prices?"

• "After we saw our good experience in the East, we should have jumped into the other two regions. We lagged behind a month."

• "We have a poor stock position, so maybe we ought to up the price and make more profit."

• "If we break price and advertise heavily we might get more than 50% of the market. We have a good sales force now."

• "We finally got the South licked. I'd like to know why."

• "Let's not fool with price any more. I've learned my lesson." (*Same man five minutes later*) "I think we ought to cut our price $1 to bring up our share of market."

• "Market research, I can see, plays a big role in this."

• "Don't buy any more market reports. We were doing better when we didn't pay any attention to market reports." #

ACE PRODUCTS—*Frank Russell (leaning across desk) and Joseph Reilly (at left) confer with colleagues. Ace turned in the best net profit record for the simulated 13 months.*

DELITE CORP.—*Bill Dixon, Art Baldensperger and John Spitz (left to right) and Jim Duffy (back to camera) make an important decision.*

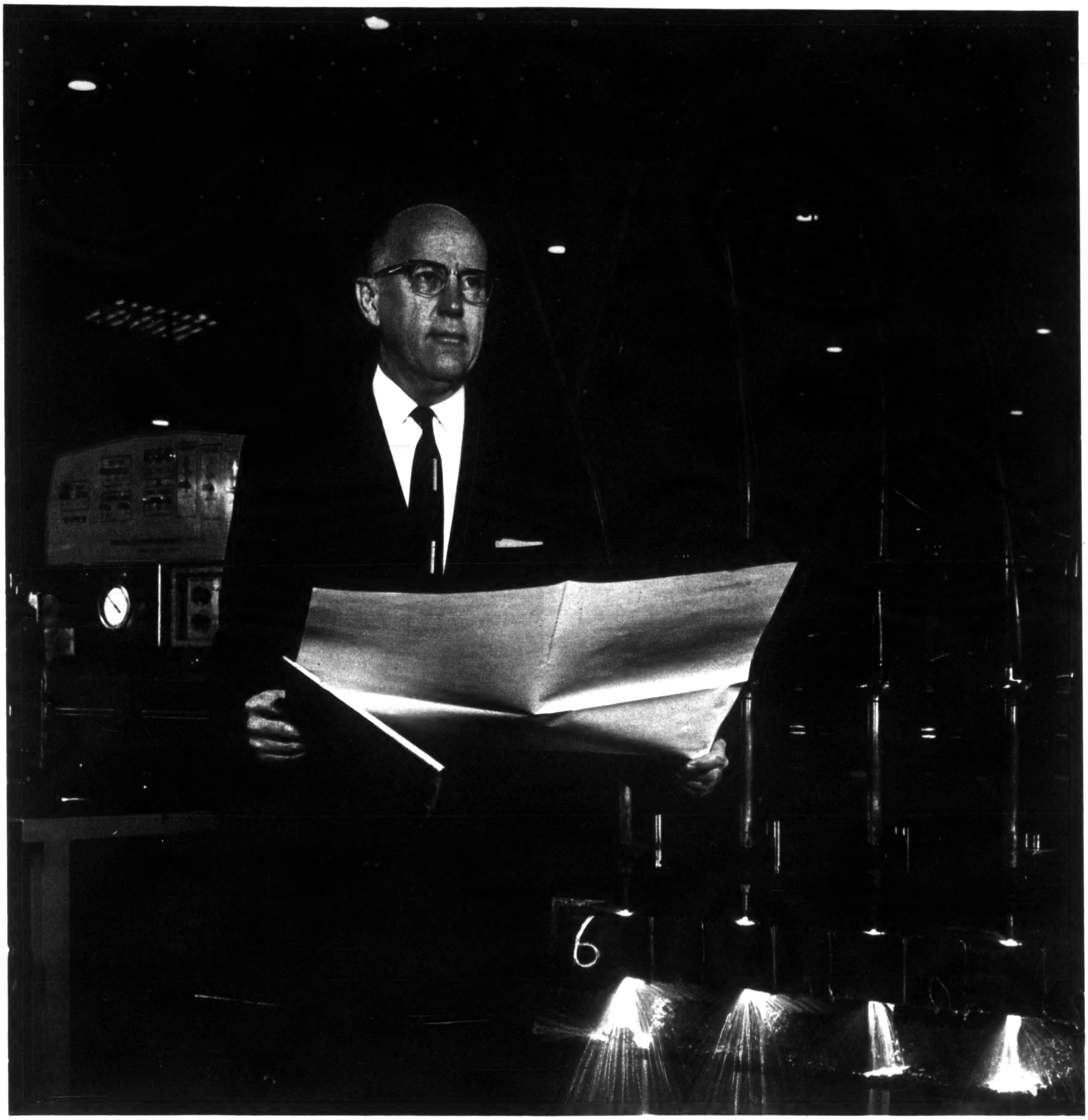
BEST PRODUCTS—*This company led in profits through most of the day but lost out to Ace in the home stretch. Here Bill Levine, Fred Martin and Jack Wiley (left to right) make plans.*

CHAMPION CO.—*Team leader Herb Hall (foreground) discusses strategy with (left to right) Don Hughes, Larry Smith, Byron Clark and Dick Harz.*

Game Is Growing Gimmick

The "management game," played via electronic computer, has been spreading through the world of business for the past few years. In some cases, as in the Sylvania operation reported here, utilizing Remington Rand's Univac, the game is used by the company as a wits-sharpening device for its own personnel.

International Business Machines has likewise been active in the "management game" field, setting up the game as a demonstration of its IBM 650 for companies and business groups. One such, when the game was played at Tatham-Laird, has been previously reported (AA, May 23, '60).



Mr. J. A. Handley, President of Whiting Corporation, in the Harvey plant plate cutting department.

**"To sell especially-engineered equipment . . .
advertising is an essential tool"**

"Generally speaking, the objective of our advertising is to sell Whiting's ability to solve problems through creative engineering and design. A secondary function is to enhance our reputation for quality workmanship and post-sales service. To do this we must influence top and middle management, where the 'OK's' to purchase our capital equipment are made.

"That makes our advertising in strong business publications absolutely essential. Industry is not only interested in new products and new designs, but in new ways of solving old problems, too. Progressive advertising informs as well as influences."

McGraw-Hill
PUBLICATIONS
McGRAW-HILL PUBLISHING COMPANY, INC.
330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

Merchandising Ideas

Bunny Works for Steinlauf

• Launching its own promotion to the fashion industry, Malcolm Steinlauf Agency, Los Angeles, dispatched a 5'7" "live" Easter bunny to manufacturers of fashion apparel in Los Angeles several days before Easter with candy-laden Easter baskets. The agency attached cards to the baskets that read: "Nobody can multiply the impact of your advertising dollars like the Malcolm Steinlauf Agency, specialists in fashion advertising. Here we are at 736 Crenshaw Blvd."

Spencer Sends Coffee Kits

• After treating more than 5,000 customers to coffee by remote control, Spencer Chemical Co., Kansas City, claims title to having "launched the world's largest mail order coffee break." It all started when Spencer's plastics division developed a new polyethylene resin for use in paper coating. The coffee break idea occurred when it was determined that pouches such as those used for sugar and instant coffee could be made of the new packaging material. To make up a complete coffee break kit, Spencer included a cup and spoon, made from polypropylene, another of its plastic products, and packets of instant coffee, sugar and dehydrated cream. In addition, a three-color eight-page folder was included, describing all of the products in the kit.

ASSEMBLY LINE—*This is the assembly line for what Spencer Chemical Co. calls the "world's largest mail order coffee break."*

Spencer reports the mailing was well received and said it expects the promotion to have a bit of residual effect since some recipients still are using the cups included in the kit.

Film Shows Israel Holidays

• A new film which shows how Passover and Shevuoth, two major holidays, are celebrated in Israel is being made available to religious, fraternal, education and civic groups by H. J. Heinz Co. The film, "Holidays in Israel," was made last year under the direction of Yehoshuah Brandstatter. American distribution rights were bought by Heinz as a public service. Photographed in color with original music and English commentary, the film explores celebration of the Passover in the Jewish homeland, highlighted by scenes of pilgrims journeying to Jerusalem; celebration of Seder in a typical Israeli home; and new versions of the ancient Passover ceremony as practiced in the modern Kibbutz, or collective farm. A lesser known ceremony, the festival of the first fruits on Shevuoth, similar in many ways to America's Thanksgiving, is introduced in the film by the Inbal Dancers.

Heinz is accepting bookings for fall and early winter showings of the film. Arrangements for obtaining the film may be made by writing Heinz, P.O. Box 57, Pittsburgh.

Annual Report in Miniature

• Old Equity Life Insurance Co., Evanston, Ill., is sending out its 1960 annual report in the form of a simulated insurance policy in a miniature policy jacket. Old Equity actually pioneered in producing miniature annual reports nine years ago when it began putting out miniature reports in the form of fold-out pamphlets, each year with a different format. By keeping the physical size to about 3½x7½", the company has been able to mail its reports in its premium notice billing envelopes. According to Old Equity, its surveys bear out the philosophy that most people are not interested in wading through an excessive amount of statistics.

Coke Gives 'Boating Guide'

• "Boating Guide," a folder published by Coca-Cola Co., Atlanta, is being distributed by Coca-Cola bottlers to promote safe boating on America's waterways. The booklet, checked and authenticated by the U.S. Coast Guard, is being used as a training aid by the Coast Guard Auxiliary and groups such as U.S. power squadrons, American Red Cross, Boy Scouts of America and yacht and boat clubs. A companion piece in the form of a permanent dealer insert, repeats the guide's safety rules and hints.

Slide Rule Selects Shoe

• Shoe dealers handling the Thorogood line of Weinbrenner work shoes are being supplied with a device that aids in selecting the proper shoe for a particular job. According to Roy Gregg, advertising manager of Weinbrenner, a division of Textron Inc., Milwaukee, the rule is the result of several months of research and is designed to recommend the shoe best suited for a variety of occupations from roofers, carpenters and telephone line men to farmers, mail men, railroad men and miners. To use the pocket size slide rule, the shoe salesman lines up a mark on the slide with the job classification and then reads off the recommended shoe from a total of more than 50 types available. Mr. Gregg said the new rule is another step in the Weinbrenner program to promote the "job-fitted" shoe concept which it initiated several years ago.

AMPLE SAMPLE—*As part of a new program by the Illinois State Journal and Register, Springfield, to merchandise food advertising for manufacturers and processors, a Journal-Register hostess urges food store shoppers to sample and try Procter & Gamble's Duncan Hines coconut surprise cake mix.*

Packagers Get Hot Mustard

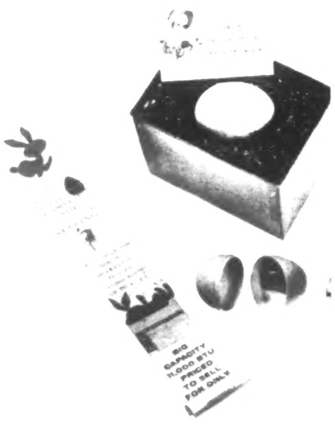
• Courtesy of Charles Gulden Inc., the nation's packaging experts got a taste of a new hot mustard at the American Management Assn.'s 30th national packaging exposition in Chicago last month. The Collapsible Tube Manufacturers Council put up the new Gulden mustard, Diablo, in special sample-size metal tubes and passed out some 75,000 in connection with the packaging show. The promotion was a test by the council to demonstrate "a great potential market in this country for a familiar, yet modern, container." The council said the object was to let show visitors sample "some of the reasons for success in England and other European countries of mustard-in-tubes."

Buy Here, Get Delivery There

• A "double your fun" plan, offering delivery of a new Mercedes-Benz while touring Europe has been developed by Mercedes-Benz Sales, South Bend distributor. Heinz Waizenegger, national sales manager, said the plan is to stimulate tourist deliveries of Mercedes-Benz cars in principal European cities and at the Daimler-Benz factory in Stuttgart, which is celebrating its diamond jubilee this year. American tourists can order their cars at European retail prices from local dealers, pick them up in Europe and use them for travel there, and receive service on the vehicles from the local dealer after returning home. Booklets to assist purchasers using the plan are available at dealers. In addition, the booklets give information on passports, international driver licenses, international road signs, traffic laws, insurance requirements, ocean shipping regulations and general travel tips.

Gibson Hatches New Cooler

• Gibson Refrigerator Sales Corp., a subsidiary of Hupp Corp., Greenville, Mich., sent out an Easter package with announcement of a new room air conditioner inside a plastic egg to Gibson distributors. Dale Heinlen, Gibson vp of advertising, said that reaction to the mailing was better than expected. He said the mailer was intended as a "teaser," but distributors phoned in for details on the new model as soon as they received the package. As a result, release of product specifications, price sheets and merchandising plans had to be rushed out a week ahead of schedule.



EGGSTRA—*This package with announcement "egg roll" incubating inside a plastic egg introduced a new room air conditioner to Gibson distributors.*

Blotter Brings Country Scent

• A recent letter from Aubrey, Finlay, Marley & Hodgson, Chicago, to clients and prospects began: "We brought you some country perfume from California. This is the fragrance of winter-mown hay in Kern County. Of course, hay growers, who are more interested in dollars than scents, call it winter-hardy, aphid-resistant Moapa alfalfa." The letter goes on to tell of the 34 Ag-vertising men from Aubrey, Finlay and the agency's Ag-vertising concept. It concludes: "'Have typewriter . . . will travel' is a parody that promises to pay off handsomely for [the agency's] farm clients again this year." The country perfume referred to in the letter's opening, was a scented blot-

Awards Luncheon

THE 2nd AMERICAN TV COMMERCIALS FESTIVAL

GRAND BALLROOM, HOTEL ROOSEVELT, NEW YORK CITY

THURSDAY, MAY 4th, 1961

Presentation of Awards and Screening of top film and videotape selections from 30 Product Classifications by the *TV Commercials Council* of eighty eminent advertising executives.

SPECIAL SCREENINGS OF WINNERS & WORKSHOPS

scheduled for TORONTO—May 11, MINNEAPOLIS — May 18, LOS ANGELES — May 23rd, WASHINGTON, D.C. — May 30, and other U.S. and Canadian cities throughout the year.

Ad Clubs, Agencies, Advertisers, Production Companies and others wishing to book the Winners, or the Top 150, or any of the 35 Product Category reels and or to arrange special workshops and seminars . . . contact

THE AMERICAN TV COMMERCIALS FESTIVAL

Wallace A. Ross, Director
40 East 49th Street
New York 17, N.Y.
ELdorado 5-5877

RESERVATION FOR MAY 4TH AWARDS LUNCHEON SUGGESTED

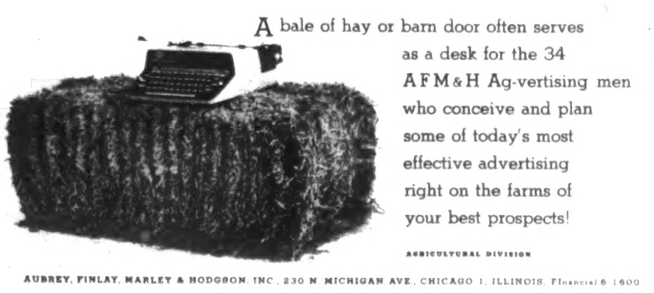
TELEVISION HAS TO BE LOCAL IN WESTERN OREGON . . . THERE ARE MOUNTAINS!

KCBY-TV Ch. 11 COOS BAY Affiliate
KPIC-TV Ch. 4 ROSEBURG Affiliate
KVAL-TV Ch. 13 EUGENE
EL. 2862 FT.
EL. 2448 FT.
EL. 422 FT.
EL. 1609 FT.
EL. 4247 FT.
EL. 49 FT.
EL. 3478 FT.
EL. 479 FT.
EL. 3230 FT.

Over 110,000 families depend on OTT* for a clear picture. Buyers get local coverage and attention from all three stations . . . and, remember, Eugene is Oregon's 2nd market . . . the only metro area between Portland and San Francisco.

ONE ORDER, ONE BILLING TO YOUR HOLLINGBERY MAN OR ART MOORE & ASSOC.
(PORTLAND – SEATTLE)

Oregon* Triangle Television
KPIC-TV Ch. 4 ROSEBURG Affiliate
KVAL-TV Ch. 13 EUGENE
KCBY-TV Ch. 11 COOS BAY Affiliate
NBC



A bale of hay or barn door often serves as a desk for the 34 AFM&H Ag-vertising men who conceive and plan some of today's most effective advertising right on the farms of your best prospects!

AGRICULTURAL DIVISION

AUBREY, FINLAY, MARLEY & HODGSON, INC., 230 N. MICHIGAN AVE., CHICAGO 1, ILLINOIS, FInancial 6-1600

ALFALFA—*Aubrey, Finlay, Marley & Hodgson sent this blotter scented like hay to clients and prospects as part of a continuing promotion for its Ag-vertising program.*

ter included in the mailing. The blotter was illustrated with a typewriter perched on a bale of hay. At least to any urbanite, the photo of the hay smelled just like hay.

This mailing is part of a continuing agency promotion emphasizing its Ag-vertising theme. Other promotion pieces were an illustrated brochure titled "Ag-vertising Goes to the International Livestock Exposition"; a mailer, "Steer Talk Sells Farmers," illustrated with a photograph of one of the agency's "ag-admen" interviewing a rancher and steer for a client's farm radio show; and a folder "Why Ag-vertising Sells More Farmers than Advertising." #

Manhattan Sets Newspaper, Magazine Push for Fall

Manhattan Shirt Co., New York, is scheduling a newspaper and magazine campaign this fall to introduce its Spinsmooth-Plus shirt with W-A-4 additive. Starting in August, ads will run in *Good Housekeeping, Ladies' Home Journal, Life* and *McCall's* as well as in newspapers in 30 markets. The campaign will run into November.

The ads will stress that the shirt has "maximum" moisture absorption and "irons-itself-in-the-wash." To prove the performance of the shirt—which Manhattan describes as the "ultimate in wash 'n wear"—the company is setting up a series of store demonstrations with manufacturers of washing machines. Daniel & Charles, New York, is the agency.

Five Join Petersen Publishing

Nicholas Pitasi, Cliff Belvedere, Richard Walker and Lon O'Daly have joined the New York advertising sales staff of Petersen Publishing Co. Mr. Pitasi formerly was sales account executive of WABC-TV, New York; Mr. Belvedere was previously on the advertising staff of *Radio & Television Weekly;* Mr. Walker was formerly with Katz Agency, and Mr. O'Daly was previously with Dougan & Bolle. Petersen also has named Bill Norman, formerly with Bertea Products, advertising manager of *Car Craft* in its Los Angeles headquarters.

Rochester Club Elects Meeker

Warren Meeker, Lawyers Cooperative Publishing Co., has been elected president of Rochester Advertisers, Rochester. Other new officers include P. R. Wentworth, Eastman Kodak Co., vp; James Brady, Rochester Gas & Electric Corp., secretary; and Allen Thomas, Alling & Cory Co., treasurer.

N.Y. Titans Buy Time on WINS

The New York Titans, member team of the American Football League, has bought half-sponsorship of "Sports Desk" with Les Keiter on WINS, New York. The 24-week order is for half of two five-minute and three one-minute sportscasts daily. The Titans will use its commercials to promote the purchase of seasonal tickets. Co-sponsor is Trans Continental Airlines Agency, whose buy was made through Tullis Advertising Agency. Titans' order was placed directly.

Haas Adds Three Accounts

Robert Haas Advertising, Chicago, has added three new accounts. They are Wonderene Co., Milwaukee, manufacturer of cleaning products; Omega Products, Chicago, operator of Tel-A-Save store chain; and Otarion Listener Co., Chicago.

Shy Joins Cook Coffee

Ira O. Shy has resigned as vp in charge of sales, advertising and merchandising of National Tea Co., Chicago, to join Cook Coffee Co., Cleveland. He will work with Max Freedman, president of Cook, on expansion plans of present subsidiaries and acquisitions. National Tea has not named a replacement for Mr. Shy.

Candymasters to Stevenson

Candymasters, Minneapolis, candy manufacturer, has appointed Stevenson & Associates, Minneapolis, to handle its advertising.

NATIONAL CATHOLIC FAMILY MAGAZINE

"Actually the best mail order medium we have," says national advertiser.

JULY ISSUE CLOSES MAY 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

St. Anthony
MESSENGER

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AIR EXPRESS
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AIR EXPRESS gets your shipment first on, first off, first there

AIR EXPRESS is more than America's fastest shipping service . . . it's the most impartial. Large shipments or small get identical, top priority treatment, plus those "extras" that make AIR EXPRESS first choice nationwide. A special fleet of 13,000 trucks, many radio-dispatched, pick up and deliver door-to-door. Your shipment is first on, first off, first there, via all 35 scheduled U. S. airlines, with kid-glove handling non-stop. And the cost for AIR EXPRESS service is amazingly low. Just one telephone call arranges everything, to 23,000 communities in the U. S. and Canada. It pays when you think fast . . . think AIR EXPRESS first!

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF R E A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

Lots to Discuss as Four A's Gathers at the Greenbrier

Wallace Sutherland Ganick Haire Lockwood Beard Wolcott Brockway Smock Heiskell

FOUR A'S MEETING—*Among those attending the annual meeting of the American Assn. of Advertising Agencies in White Sulphur Springs, April 20-22, were Joseph R. Wallace and William H. Ganick, Harold Cabot & Co., Boston; Kenneth R. Sutherland, Sutherland-Abbott, Boston; Thomas B. Haire, Haire Publishing, New York; George E. Lockwood, Lockwood Trade Journal Co., New York; William K. Beard, Associated Business Publications; Alan T. Wolcott, Audit Bureau of Circulations; Louis R. Brockway, New York office, and Jack Smock, Los Angeles office, of Young & Rubicam; and Andrew Heiskell, Time Inc., New York.*

Jacobs Mullins Hoover Coste Shaw Von Tress Lyon Weiss Mrs. Weiss Deems

RELAXATION—*Relaxing between business sessions of the Four A's were Nathan Jacobs, Chicago office, and Donald Hoover, New York office, Bozell & Jacobs; J. J. Mullins, O'Brien Publicity, Melbourne, Australia; Felix R. Coste, Outdoor Advertising Inc.; Ray Shaw, Wall Street Journal; E. C. Von Tress, Curtis Publishing Co.; W. D. Lyon, W. D. Lyon Co., Cedar Rapids, Ia.; Mr. and Mrs. Sidney M. Weiss, Mogul, Williams & Saylor, New York; and Richard L. Deems, Hearst Magazines, New York.*

Mrs. Vohs Mrs. Mullins Mrs. Maguire Graham Schule Vaughan Dillon Cashins Harrison Schule Valenstein

DISTAFF—*Among the wives who attended the American Assn. of Advertising Agencies meeting in White Sulphur Springs with their husbands were the three charming ladies shown in the first panel: Mrs. Thomas Vohs, whose husband is with Chirurg & Cairns; Mrs. J. J. Mullins, whose husband is with O'Brien Publicity, Melbourne, Australia; and Mrs. Joseph Maguire, whose husband is with Botsford, Constantine & Gardner, Seattle. With them is Ewing Graham, Putnam Publishing Co., Chicago. Other Four A's members who took time out to socialize were Burton E. Vaughan, Pittsburgh office, and James Schule, Tom Dillon, and Ed Cashins, New York office, Batten, Barton, Durstine & Osborn; Lester Harrison, Lester Harrison Inc., New York; and Lawrence Valenstein, Grey Advertising Agency, New York.*

Graceman Boothroyd Acree Matthews Stamler Jones Mithun Lyddan Huttner

CONVERSATIONALISTS—*Chatting during a social break at the Four A's meeting in White Sulphur Springs, W. Va., were Edward M. Graceman and John M. Boothroyd, Graceman Advertising, Hartford; Edward Acree, Cargill, Wilson & Acree, Richmond; Leonard Matthews and Dewitt Jones, Leo Burnett Co.; Joseph Stamler, ABC-TV; Ray Mithun, Minneapolis office, and William C. Lyddan, Chicago office, of Campbell-Mithun; and Ludwig Huttner, Stevens, Thurow & Associates, Chicago.*

Coming Conventions

*Indicates first listing in this column.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 7-9. Magazine Publishers Assn., 42nd annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 7-10. National Assn. of Broadcasters, annual convention, Sheraton Park and Shoreham Hotels, Washington, D. C.

May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

May 8-10. Assn. of Railroad Advertising Managers, annual convention, Royal Orleans Hotel, New Orleans.

May 11. Assn. of National Advertisers, workshop on International Advertising, Hotel Plaza, New York.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 11-23. Advertising Federation of America, third annual management seminar in advertising and marketing, Chatham Bars Inn, Cape Cod, Mass.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

*June 21-25. National Editorial Assn., annual convention, Hotel Utah, Salt Lake City.

June 25-28. Annual sales promotion convention, National Retail Merchants Assn., Mount Washington Hotel, Bretton Woods, N.H.

June 25-28. New England Newspaper Advertising Executives Assn., summer meeting, Mount Washington Hotel, Bretton Woods, N. H.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Aug. 1-4. Fourth annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Sept. 8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

Sept. 11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

Sept. 20-22. International Advertising Assn., European Conference, Madrid.

Sept. 21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

Sept. 30-Oct. 1. Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, O.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler Hilton Hotel, New York City.

*Oct. 12-14. National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

*Oct. 28-31. National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago.

Nov. 2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

Nov. 6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

Nov. 7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

Nov. 15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

KLM Appoints Boas

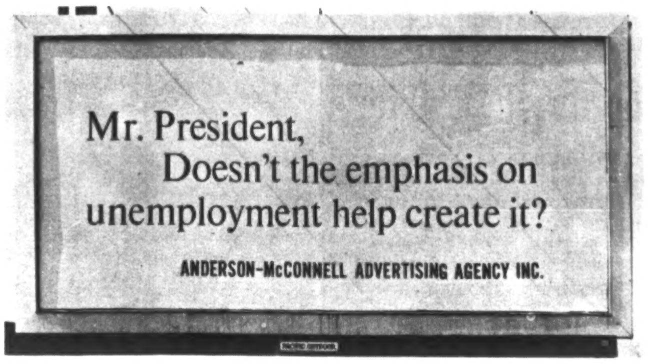
Lou Boas has been named sales promotion manager for the U.S. of KLM Royal Dutch Airlines, New York. Mr. Boas was formerly international marketing director of Revell Inc., Venice, Cal., manufacturer of hobby kits of plastic models of airplanes and missiles.

Culligan Joins Revere

Robert E. Culligan, formerly a member of the advertising department of Minnesota Mining & Mfg. Co., has been appointed advertising supervisor of Revere Camera Co., Chicago, a 3M subsidiary. He will be responsible for advertising and sales promotion of all Revere tape recorders, cameras and projectors.

Chuck Olson Joins WSM-TV

Chuck Olson, previously with WITI-TV, Milwaukee, has been named promotion director of WSM-TV, Nashville, succeeding Charlie Cash, who resigned to accept a similar post with KTVI, St. Louis.


Mr. President,
Doesn't the emphasis on
unemployment help create it?
ANDERSON-McCONNELL ADVERTISING AGENCY INC.

SHUSH—*On the theory that one has to accent the positive, Anderson-McConnell, Los Angeles, is running outdoor posters like this in three Los Angeles locations.*

Russell Joins Needham

Charles W. Russell, formerly a vp and account supervisor at Buchen Advertising and Marsteller, Rickard, Gebhardt & Reed, has joined Needham, Louis & Brorby, Chicago, as an account executive. The agency has also promoted Frank R. Ladik, a research supervisor, to account executive.

Marketing Man
with cosmetic background has "Spray Dri". A unique product. He seeks for purposes of advertising & promotion an agency or party who can provide a capital arrangement. Please address inquiries to:
Box 722, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

JERRY LEWIS STARS IN HIS OWN PRODUCTIONS · RELEASED BY PARAMOUNT

Pennies from heaven! If high costs are causing a dry spell in profits, here's some welcome relief. By specifying Consolidated Enamel Printing Papers, you save a bucketful on brochures, sales folders and other printed material—*without losing a drop of quality!* As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for less. Get all the facts and *free test sheets* from your Consolidated Enamel Paper Merchant. You'll find he's a terrific rainmaker!

Available only through your Consolidated Paper Merchant.

Consolidated

LARGEST ENAMEL PAPER SPECIALIST

Consolidated Water Power & Paper Co. · Natl. Sales Offices, 135 S. La Salle St., Chicago

Munsingwear Marketing Is Geared to Advertising Autonomy of Divisions

(Continued from Page 3)

studios in Minneapolis, New York, Los Angeles and Chicago and sales offices scattered from New York to Honolulu.

"We like to think of ourselves as a four-motor jet plane," said Clyde Peterson, director of advertising and sales promotion for the men's and boys' division, who is co-ordinating this year's 75th anniversary promotions.

"In our presentations to department stores we try to show that to get the most benefit from the Munsingwear label they need co-ordinated departments featuring products of all our divisions."

The other divisions are womens and girls, Hollywood Vassarette and women's hosiery.

Throughout the anniversary year there will be combined presentations to store executives and buyers in selected major markets.

The presentations—they have averaged about four a month—center about breakfast or luncheon meetings. There is a showing of the anniversary color film "Family of Products" and discussions by L. N. Pederson, vp and general sales manager, and division representatives.

The anniversary theme, "Fashioning the Future," is used in all trade and consumer advertising. It also appears on printed literature, price lists, plastic packaging, books and materials for salesmen (including match folders and specially wrapped candy mints), and on point of sale exhibits.

▪ How did Munsingwear manage to survive for 75 years in the highly competitive underwear and lingerie business?

It all began in 1886, when Mr Munsing, a native of Rochester, N. Y., and two eastern partners, set up shop as Northwestern Knitting Co. in the loft of a warehouse in the Minneapolis wholesale district.

Their hopes were tied to Munsing's novel idea for plating silk over wool to create a new, itchless fabric. Patents on both the process and the fabric were granted in 1888.

Since the partners had little money of their own, a corporation was formed in 1887 and stock sold to the public. The first product was a two-piece knitted underwear suit patterned after the red flannel jobs then in vogue. The revolutionary one-piece union suit came along in 1891.

Although consumers seemed to like the garments, successful merchandising policies were not developed until after the financial panic of 1892-'93 had washed all three founders out of the company.

▪ Directors were ready to throw in the sponge when they met Jan. 4, 1895. But the youngest member, E. J. Couper, who had worked up from stockboy to secretary, talked them out of it.

He asked for a year in which to "study the wants of the public" and figure out ways in which to satisfy them.

Mr. Couper set out for Omaha and the Pacific Coast as the company's only salesman. A cheerful and persuasive fellow, he landed enough orders to keep the company's knitting machines humming.

It was Mr. Couper who developed the policy of selling direct to retailers which is still in effect today. He also committed the company to helping the public decide what it wants through national consumer advertising.

▪ The first ad to be run by any underwear manufacturer—a 2" one-column unit—appeared in an 1897 issue of *Ladies' Home Journal.*

To appreciate the boldness of this move, one must remember that underwear then was delicately referred to as "unmentionables" and in polite circles feminine legs were usually identified only as "limbs."

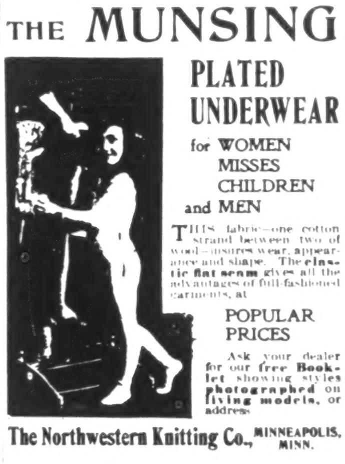
John Lee Mahin, president of the old Mahin Advertising Co., Chicago, Northwestern Knitting's first agency, recalled the incident nearly 10 years later in a letter published in the first issue of a house organ "Munsingwear Underwear Magazine," as follows:

"The first order that I secured from your Mr. Couper was for $600 and it was spent entirely in the *Ladies' Home Journal*. This year [1906] in addition to your newspaper, streetcar and billboard work, we are sending copy to 31 magazines of general national circulation."

The list included these publications:

Butterick Trio, Ladies' Home Journal, Scribner's, McClure's, The Saturday Evening Post, Munsey's, Reader, Success, Life, Literary Digest, Review of Reviews, Cosmopolitan, Metropolitan, Outlook, Physical Culture, Ram's Horn, Christian Herald, Home Needlework, Dressmaking at Home, Technical World, Harper's Bazaar, Good Housekeeping, Current Literature, Everybody's, Systems, World Today, Salesmanship, World's Work, Collier's Weekly, Century and *Harper's Magazine.*

Mr. Mahin sought, in his letter, to put a finger on why Northwestern Knitting had grown so rapidly:


THE MUNSING
PLATED UNDERWEAR
for WOMEN
MISSES
CHILDREN
and MEN
THIS fabric—one cotton strand between two of wool—insures wear, appearance and shape. The **elastic flat seam** gives all the advantages of full-fashioned garments, at
POPULAR PRICES
Ask your dealer for our **free Booklet** showing styles **photographed on living models**, or address
The Northwestern Knitting Co., MINNEAPOLIS, MINN.

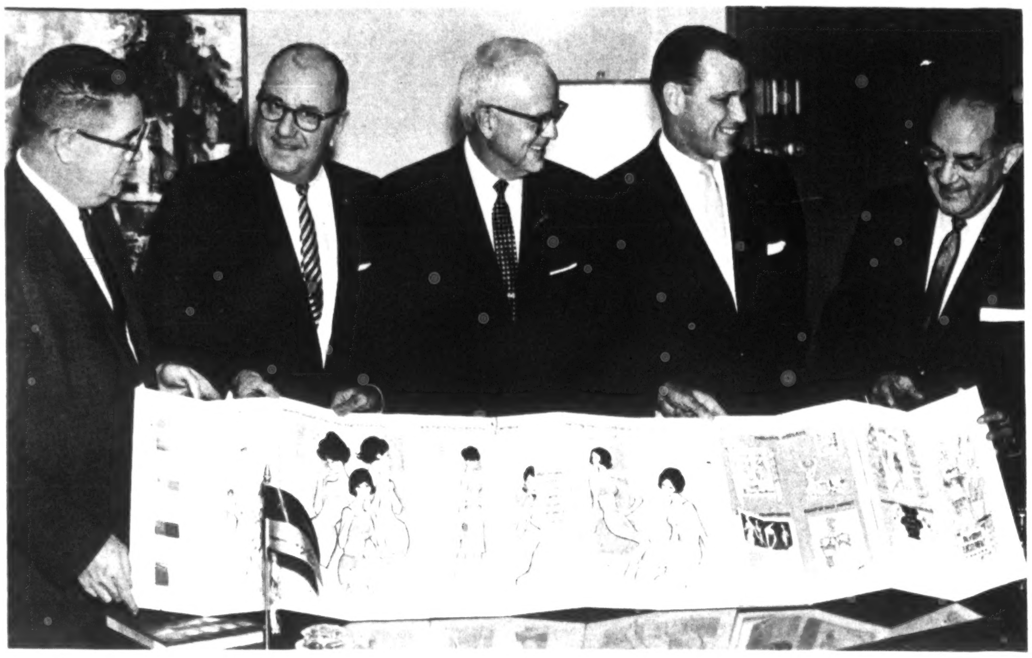
FIRST AD—*The first ad to mention "unmentionables" in a national consumer magazine is believed to be the above insertion in Ladies' Home Journal during 1897 by Northwestern Knitting, later Munsingwear.*

▪ "You have always taken the ground that your advertising must be backed up by the goods and hence the man directly responsible for making the goods should know what the advertising was going to be," he said. "And if the advertising committed him to a stand that he could not back up in every particular, it was essential to your success that he should have an opportunity to express himself," Mr. Mahin observed.

"On the other hand, if he could contribute to your advertising plans, ideas where your goods were better than those of your competitors, it was very valuable that your advertising manager, as well as we, your advertising agents, should have the benefit of his suggestions."

Other pages of the publication show that the company as early as 1906 was working closely with retail stores in merchandising its union suits.

(About 25% of Munsingwear's total advertising budget today goes into local co-operative advertising and promotion.)


Hockin Peterson McConnell Berg Newman

AD STRATEGY—*A conference in Munsingwear's Minneapolis headquarters brought representatives of all four of the company's consumer products divisions to the office of George McConnell, president. They are Fred Hockin, marketing manager for the women's and girls' division; Clyde Peterson, director of advertising and sales promotion for the men's and boys' division; and Warren Berg, general manager of the women's hosiery division; and Martin Newman of Los Angeles, advertising manager of the Hollywood-Vassarette division. Note 75th anniversary flag on the desk.*

▪ The company's merchandising programs evidently were effective. Sales moved from $86,000 in 1896 to $11,695,000 in 1923, when Munsingwear was adopted as the corporate name.

By 1912 the company had moved into a position of leadership in the underwear industry, with sales limited only by production facilities. Business was so good management decided to diversify its price lines and arranged a union with Vassar Swiss Underwear Co., Rochelle, Ill.

Vassar made a high priced line of full fashioned underwear for men. Since Northwestern Knitting offered medium-price lines of cut-and-sew garments for the entire family it was expected the move would open up a new market. But it didn't work out and the corporate relationship was severed in 1918.

By the time Vassar was reacquired, in 1951, the company had shifted from union suits to two-way stretch girdles and was selling $2,400,000 worth of foundation garments a year. Later the company was mated with another acquisition, Hollywood Maxwell Co. (brassieres) to form the Hollywood Vassarette division.

▪ Munsingwear's next diversification effort came after World War I when the public's needs and buying habits were changing. Warmer houses and closed automobiles reduced demand for the heavier and most profitable grades of underwear.

At the same time movies were making people style conscious, and low-overhead southern mills introduced the era of the "dollar union suit."

Munsingwear countered with a line of jobbed hosiery, moved its women's line into high fashion and hired Miss Beulah Spillsbury, a fashion consultant, to set up a design department.

Artificial silk, later to be known as rayon, was used in making fabrics in 1923. And in the same year Wayne Knitting Mills, Fort Wayne, Ind., was acquired along with its entire hosiery inventory. Sales rose to a peak of $12,453,025 in 1926, but then skidded to a depression low of $3,824,290 in 1932.

Management tried to check the decline. A venture in a chain of underwear-hosiery retail shops failed dismally. So did an attempt to get into the outerwear field with knit swimsuits and sweaters.

About the only ray of sunshine was success of the Foundette line of elastic fabric girdles introduced in 1932.

▪ Munsingwear's "modern era" began in 1937, when five executives were hired from Marshall Field & Co., which had just liquidated its wholesale sales department in Chicago. One, Ernest Olrich, was elected president. Two others, Coy Humphrey and George McConnell, followed him as chief executive. The others were Mr Dawes, then an accountant, and Fred King, controller.

The new team threw out tired lines of merchandise, restyled others and launched new and more aggressive advertising and promotion.

"We have since taken the volume fashion route," Mr. Dawes said in an interview. "We are primarily knitters, you know. We make our own fabrics. We try to be unique and don't like to compete on the basis of price. But we are not dressmakers turning out custom made garments."

▪ The biggest thing that has happened to Munsingwear in the last 25 years, Mr. Dawes believes, was the 1957 reorganization into autonomous divisions, in which responsibility may be pinpointed.

"For us it was just what the doctor ordered," he observed. "We had been going along on a pretty even keel. Sales were good, but not spectacular. The change brought a real sales explosion."

Another result of the reorganization was a change in advertising arrangements.

When the Marshall Field group arrived in 1937, Munsingwear's advertising was being handled by Aubrey, Finlay, Marley & Hodgson, Chicago.

"I remember I was impressed by the fact the agency also handled the International Harvester account," president McConnell recalled.

Later the Munsingwear account moved to Kenyon & Eckhardt and also was handled for a time by Campbell-Mithun, in Minneapolis.

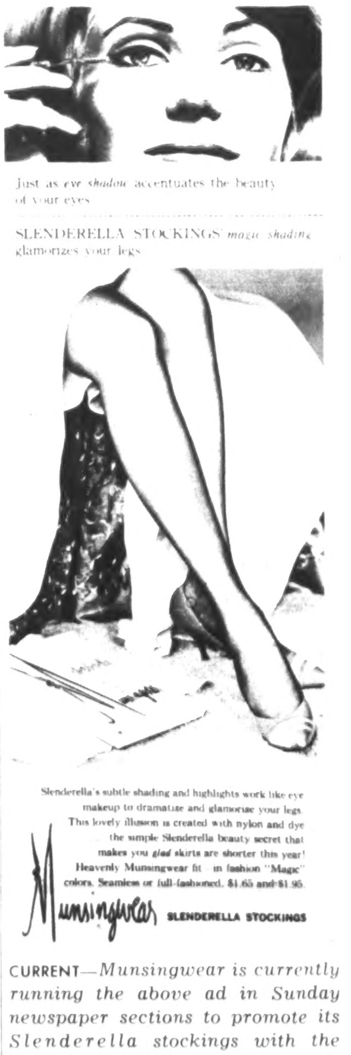
▪ Today the divisions have their own advertising agencies. Men's and boys' retains Powell, Schoenbrod & Hall, Chicago, for its advertising and W. L. Stensgaard & Associates, Chicago, for window cards, point of purchase and other sales promotion materials.

The women's and girls' division has Carson/Roberts, Los Angeles, which also serves the Hollywood Vassarette division.

Agency for the women's hosiery division is Johnson-Livingston, Minneapolis.

"Each division picks the agency it thinks is best fitted to create the image it desires," said Clyde Peterson, of men's and boys'.

This year a key copy line in


Just as *eye shadow* accentuates the beauty of your eyes

SLENDERELLA STOCKINGS' *magic shading* glamorizes your legs

Slenderella's subtle shading and highlights work like eye makeup to dramatize and glamorize your legs. This lovely illusion is created with nylon and dye the simple Slenderella beauty secret that makes you *glad* skirts are shorter this year! Heavenly Munsingwear fit in fashion "Magic" colors. Seamless or full-fashioned, $1.65 and $1.95.

Munsingwear SLENDERELLA STOCKINGS

CURRENT—*Munsingwear is currently running the above ad in Sunday newspaper sections to promote its Slenderella stockings with the built-in leg makeup.*

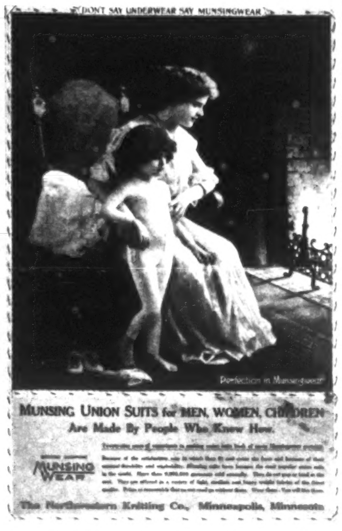
national print advertising is "Man, there's a big difference." It is being used to push Slimu support briefs, with their exclusive "male pouch" design; white T-shirts, largest volume single item made by Munsingwear; regular briefs; and sports shirts.

The ads—b&w and four-color—will appear in *Argosy*, *Esquire*, *Life*, *Look*, *Playboy*, *The Saturday Evening Post*, and *True*.

A concentrated campaign for the Penguin golf shirt, with its patented underarm gusset, is planned for the three months preceding Father's Day in the *New York Times Magazine*, *Sports Illustrated*, *Men's Wear* and the leading golf magazines.

This year's ads announce another "first"—use of the Scentry process of American Cyanamid, to guard against perspiration odor.

■ In the women's and girls' division, which works closely with Hollywood Vassarette, merchandising emphasis is on Lustre Leaf and Matchmaker co-ordinated collections designed to "sell fashion for the inner woman."


DON'T SAY UNDERWEAR SAY MUNSINGWEAR

Perfection in Munsingwear

MUNSING UNION SUITS for MEN, WOMEN, CHILDREN
Are Made By People Who Know How.

MUNSING WEAR

The Northwestern Knitting Co., Minneapolis, Minnesota

BEYOND COMPARE—*The above ad for Munsing underwear ran in national publications during 1915.*

Co-ordinated ensembles of lingerie, girdles, and bras were introduced by Munsingwear in 1958. The garments featured identical colors and trims and were made to be worn together.

"In 1958 and 1959 we were all alone in the field," said Fred J. Hockin, marketing manager. "We were the only company able to design, produce and sell all of our own co-ordinated items. Last year our competition began getting into the act. Some had to go out and buy a brassiere or a corset company in order to complete a co-ordinated line."

Most of the division's national advertising is carried in such magazines as *Vogue*, *Glamour*, *The New Yorker*, *Seventeen* and the corset and lingerie merchandising publications.

"We are in *Women's Wear Daily*, too, almost every week during the first half of 1961," Mr. Hockin said.

■ The division is using the 75th anniversary theme in its ads, price lists and packaging.

Advertising of the hosiery division stresses the unique "difference" of proportion-fit stockings, available in 24 different colors, and the glamor of Slenderella, a shaded hose designed to flatter a woman's legs by making them look slimmer.

Warren E. Berg, division general manager, conceived the idea for Slenderella while watching a leg makeup artist preparing a performer for a television show. After a year of development, the product was introduced in September, 1958, and remains, Mr. Berg said, about "the only exclusive in the industry."

"Since we are the smallest in volume of sales, we don't have as big a budget for advertising as do the other divisions," Mr. Berg said. "We believe in pinpointing our efforts where they will do the most good. Rather than scatter our shot in national advertising, we work in markets where we are strong or where we are attempting to become dominant."

A spring campaign in behalf of Slenderella was kicked off in *The New York Times Magazine*. The same b&w ad, showing that stocking makeup is comparable to eye makeup, will appear in 10 Sunday newspaper supplements April 30. The markets are Cincinnati, Dallas, Grand Rapids, Milwaukee, Minneapolis, Salt Lake City, Seattle, Spokane, Syracuse and Tulsa.

About 40% of the division's advertising budget is spent on cooperative advertising, Mr. Berg said. #

NBC-TV Signs 5 for Fall; Studebaker-Lark on CBS

NBC-TV, New York, has signed four participating sponsors for "Your Saturday Night Movie" to be presented weekly at 9 p.m. (EDT), starting in September. They are R. J. Reynolds Tobacco Co., Thomas Leeming & Co., Union Carbide Co. (all through William Esty Co.), and Noxema Chemical Co. (Sullivan, Stauffer, Colwell & Bayles). Also at NBC, Merck, Sharp & Dohme will sponsor, in cooperation with the American Medical Assn., "Dr. B," an hour story of a family doctor filmed on location in Flemington, N.J., to be presented June 27 at 10 p.m. (EDT). The Merck order was placed directly by the company.

Studebaker-Lark division of Studebaker-Packard Corp., which has been sponsoring the half-hour comedy series, "Mr. Ed," in about 120 markets in a spot schedule, will move it to CBS-TV next fall. The Filmways show will be aired Sundays at 6:30 p.m. (EST). The order was placed by D'Arcy Advertising Co.

N. Y. Law Bars Ads Using Non-profit Groups' Names

The Maidenform girl's dreams have resulted in a new law in New York State. After Sept. 1, it will be a misdemeanor—punishable by a maximum fine of $500 and a year in jail—to use the names of non-profit organizations in advertisements without permission. One of the ads that caused it all was one where the Maidenform model dreamed she "sang in Carnegie Hall in her Maidenform bra." The Metropolitan Opera also complained that its good name had been appropriated numerous times in ads for bras, whisky, ballet slippers and other products. The law protects a wide variety of groups —religious, educational, patriotic, scientific, and fraternal.

Holst & Male Gets 2 Clients

Holst & Male, Honolulu subsidiary of McCann-Erickson, has been named Hawaii agency for Gillette Safety Razor Co. The action consolidates products of all three Gillette divisions in one agency: Holst & Male has handled Toni and Paper-Mate for some time. The agency has also been retained by Hilton Hawaiian Village Hotel, effective May 1.

The WESTERN HORSEMAN
Leader in the Western Equestrian Field
6 Months Ending
December 31, 1960
117,853
ABC
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

Working with many elements, the craftsman creates an object of beauty . . . as in this Chief's head dress. In the Industrial Piedmont, WFMY-TV has proven its ability to work with many elements to create greater sales and profits for you among 2.3 million customers who have 3.2 billion dollars to spend annually.

In the nation's 44th market*, depend on WFMY-TV to sell your customers . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book

SEAL OF GOOD PRACTICE

wfmy-tv
GREENSBORO, N. C.
"NOW IN OUR 12TH YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2
CBS

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Highly Articulate Admen Naturally Draw Criticism, Envy of Inarticulate Masses, Levitt Says

To the Editor: The results of ADVERTISING AGE's adman profile are neither surprising nor alarming. There is absolutely no reason for admen to get worried, irritated, or oppressed with paranoid feelings of apocalyptic guilt. The results are the consequence not of any inherently meretricious characteristics of the adman, not of any grotesque naivete or fatuous insolence of his critics, but of the enormous complexity of his trade.

Nothing will improve the public's opprobrious attitudes toward advertising and admen until the marketing process becomes either much less complex or much more scientific. Neither of these is very likely.

As long as marketing problems involve numerous variables all in constant and turbulent motion, and few of which are very controllable, it will be hard to greatly simplify marketing or make it very scientific.

The more complex and less scientific an area of activity is, the greater the importance of judgment in making decisions in it. And the greater the role of judgment, the more critical is the verbal and persuasive power of the individuals involved in the process. If the dynamic characteristics of a situation make it difficult to reliably study and prove out the absolute rightness of a proposed course of action (which is the typical situation in business and the almost pathological situation in advertising), then the most influential individual in the decision-making process is often the most articulate and frequently the most glib individual.

Therefore marketing, and the advertising sector of it, attract highly articulate individuals. For the same reason they attract creatively articulate people since the more creative the verbalizer the more persuasive he is likely to be among groups of highly articulate people. They, more than most others, value creativity. In the course of time, selective evolution shuffles into position of highest influence the most articulate and persuasive individuals.

The rest of the community, being both less articulate and the object of the articulate adman's persuasive intentions, therefore feels both inferior and hostile to him. It naturally suspects the man who seems to "live by his wits," gets well paid for it, and besides seems dedicated to cunningly separating the unwary consumer from his loose change.

On top of all this, while everybody else "works" hard and drudgingly for a living, the "glib" and "overpaid" adman seems to live an exotically irresponsible life of minimal solid "labor" and maximum sybaritic socializing on the fringes of show biz glamour.

No wonder the adman is unpopular, the object of unremitting rhetorical exaggeration, lachrymose moralizing, vacant pomposity, and shallow impertinence. To the outsider he "has it made." The outsider "gets back" at him by unleashing an incontinent flow of platitudes and oblique insinuations that depreciate the adman's activities and exaggerate his faults. To call him, in effect, an opportunist parasite expresses the envious accuser's feeling of superior economic and social legitimacy.

To sum up and recapitulate, the findings of the AA study are a necessary consequence of the field in which the adman works. It is a field which lends itself to less "scientific" and "logical" decision-making than any other field of business. The variables are too numerous and too changing. Consequently, a high premium is put on the judgment, persuasiveness, and creativity of the people working in the field. And since these people are highly paid for the seemingly specious activity of persuading the public to part with its hard-earned cash, a variety of paranoid public reactions necessarily produces a conspicuously unflattering reputation for the adman. He may not be an entirely ineluctable and blameless entity, gloriously bathed in primal innocence, but his indecorous reputation is nothing to get either worried or excited about. It is in the nature of the beast. As long as the adman tries to do an effective job in a competitive world where art and judgment are more functional than science, he will not be an honored citizen. No amount of hortatory or chauvinistic argument on his part can change these basic facts. The only thing that will change them is to make marketing and advertising perfectly scientific, and that is not even a contingent possibility.

Theodore Levitt,
Graduate School of Business Administration, Harvard University, Cambridge, Mass.

•

To the Editor: I was delighted to see ADVERTISING AGE do its independent study of the status of advertising men in their communities . . .

Were any interviews done in a non-advertising community? It would be interesting to see whether people who do not know advertising men as neighbors had lower or higher opinions of them.

In any case I hope it's the beginning of a series of investigations which ADVERTISING AGE will initiate, as differentiated from reporting on what other people have said or done.

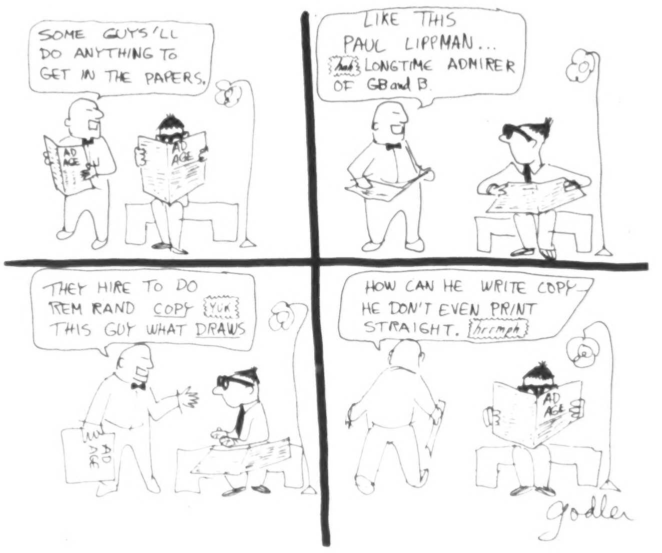
John H. Leonard,
Vice-President, Batten, Barton, Durstine & Osborn, New York.

•

To the Editor: Your studies on "What advertising people and their neighbors think of admen and advertising" certainly shows a weakness in the editorial staff of your fine journal. Those who do not believe that sales and advertising are the reasons that America is the greatest nation in the world are not dedicated advertising people. They just don't belong in the business.

How about making some studies on "What do physicians and their neighbors think about physicians and the practice of medicine"? and carry this through to other businesses and professions. I'm sure the results of further studies would be much the same.

John C. Lickorish,
District Manager, *The Lumberman*, Cleveland.


SOME GUYS'LL DO ANYTHING TO GET IN THE PAPERS.
AD AGE
AD AGE
LIKE THIS PAUL LIPPMAN... hah LONGTIME ADMIRER OF GB and B.
THEY HIRE TO DO REM RAND COPY YUK THIS GUY WHAT DRAWS
AD AGE
HOW CAN HE WRITE COPY HE DON'T EVEN PRINT STRAIGHT. hrrmph
AD AGE
Godler

Remington Rand Systems May Get an All-Cartoon Ad Series

To the Editor: I was much amused by your cartoon story on Paul Lippman's campaign to join Guild, Bascom & Bonfigli reported in the April 10 issue. However, I couldn't resist this reply in kind.

Jack Godler,
Remington Rand Systems, New York.

•

To the Editor: The two reports you carried on what people think of advertising were outstanding. I have clipped and filed them for constant reference . . .

C. H. Sandage,
Head, Department of Advertising, College of Journalism and Communications, University of Illinois, Urbana.

• • •

Admen Doubt Ad Background Didn't Help Chester Bowles

To the Editor: So Chester Bowles contends that his advertising career didn't help him at all in his climb to fame with Uncle Sam (AA, April 17).

It's not surprising, because in government appointments the "in" is not based on specialized business background necessarily. I remember when Bowles was appointed head of the OPA in Washington, his first prominent federal post.

At the time, I was in charge of price statistics for the regional office of OPA in Cleveland, prior to which I had been engaged in advertising agency operation. When Bowles was made OPA director in Washington he had not had any previous experience with the OPA either in local, regional or the Washington OPA offices to the best of my knowledge. Many long experienced OPA men of executive caliber throughout the nation and right in Washington did not get the job given to Chester Bowles, yet they were far better qualified from exact knowledge and excellent executive standards.

In Civil Service one does not go up the ladder because of experience or ability. He has to wait for an opening in the ranks above him—and then as a rule does not get the nod. And the top-drawer appointments are invariably made from outside the realms of the department *per se*.

Therefore, Bowles didn't need his advertising agency background on this first big job. But I'll bet dollars to what-have-you that his agency experience certainly must have been his biggest asset in dealing with price control and rationing.

Sid Masse,
Siddon Masse Co., Cleveland.

•

To the Editor: Chester Bowles' answer to interviewer Paul Niven to his question as to the use of advertising techniques in presenting the Democratic platform was a clever maneuver to evade the full facts.

His answer, "I just read the platform," was evidently meant to imply that if advertising techniques were used (which they were) this was not his responsibility. How naive can Mr. Bowles be?

Joe M. Dawson,
Hollywood.

•

To the Editor: May I congratulate you for publishing the tv interview about Mr. Chester Bowles, whose "ad career didn't help me at all."

My 41 years in American business convinces me that anyone who cannot learn something constructive from its many interesting facets is mighty ignorant.

During these years I also worked for the government and I learned that to be a successful politician you must be clever to deceive the people by promising everything, even the impossible, at taxpayers' expense.

During this period I have not found many advertisements that were overly exaggerated. Like every line of endeavor, there are always some people who will take advantage of every situation, disregarding ethics and manners . . .

F. B. Trisko,
Specialty Advertising, St. Paul.

• • •

Markenwerbung Billed $5,000,000 in 1960

To the Editor: In your Feb. 27 issue you published estimated 1960 billings for the most important advertising agencies throughout the world and quoted this agency as having an estimated billing of $2,000,000.

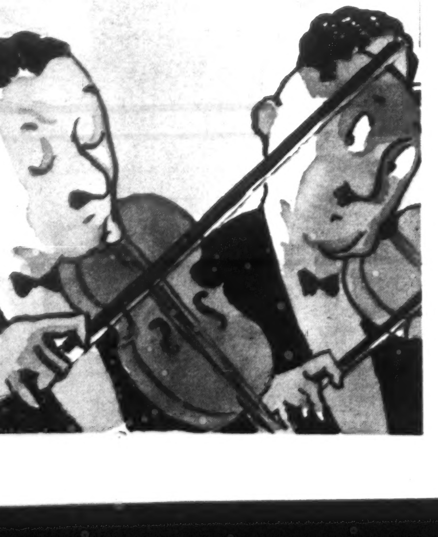
We must inform you that in 1960 this agency had a billing of $5,000,000, and in consequence should find itself in a very different position on your list. We feel that your information can give a false impression as to the importance and size of the agency; in particular, we also feel it could have a detrimental effect on relations with our international clients, such as Colgate-Palmolive, Eversharp, etc. who, we are sure, also read your journal, being, as it is, the leader in its field.

You may be interested to know that the agency was founded eight years ago and now has a staff of 70 members as well as many free-lance specialists working for it; it is a member of the Gesellschaft Werbeagenturen and is responsible for preparing and executing the

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy
ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. GReenwood 4-5471 Toledo 12, Ohio

The CLIPPER Creative ART SERVICE
Give it a Chance!
Here is the one art and layout service that provides ALL OF THE TOOLS for effective layouts from idea to completed paste up.
$1.00 to cover mailing cost brings you Free
—The Complete Current Issue
This issue is yours to use and keep, with no strings attached — our way of saying "try it and benefit". No obligation. No salesman.
Due to its expense, this opportunity must be limited to those who have not received a free issue in the last six months.
Attach one dollar to letterhead and mail today to
MULTI-AD SERVICES, INC. • 124 WALNUT STREET • PEORIA, ILLINOIS

Which twin has the phony?



Telling the phonies from the real thing is usually a pretty simple matter. And if you insist on the real thing in Service—time after time—don't settle for less than the service you expect from Century!

You can be certain with
CENTURY
ELECTROTYPE COMPANY, INC.
Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings
160 East Illinois St., Chicago 11 • DElaware 7-1541

Peer Export cigaret campaign, which is the greatest advertising campaign ever to appear in illustrated magazines in Germany for any product . . .

H. Fanger,
Markenwerbung KG, Hamburg, Germany.

• • •

The Fable of the Big Bad Woolf and the Topsy Turvy Ad

To the Editor: Once upon a time, there was a big bad Woolf who was a famous Expert on Advertising.

"Every ad," proclaimed the Woolf, "should have a picture at the top, then the headline, and lastly the text." It was the only way, cried Woolf, to Guarantee Readership.

But one day the Woolf was loping through a magazine—and what should he spy but a most extraordinary ad for the Australian National Travel Assn. The headline was at the *top*. The other words were in the *middle*. And the picture was at the *bottom*.

The Woolf began to feel the fur rise on his back. Then he looked closer—and saw the entire ad was printed *upside down!*

Well! The Woolf was *furious*. He bared his fangs and snapped (in ADVERTISING AGE, April 3): "What is to be gained by this 'clever' stunt I don't know. It will certainly confuse and probably irritate the readers, if any." And with that, he licked his chops and went upon his way.

The little ad was heartbroken, of course, for having dared to break the Woolf's rules. But unbeknownst to it, in a faraway land called White Plains, a sorcerer named Starch was at work. He was finding out just what manner of men *had* read the ad. If any.

And guess what he discovered? In the October, 1960, issue of *Sunset*, there were 18 travel ads. All but one, of course, were right side up. And half were printed in bunny-rabbit pinks and robin's egg blues and buttercup yellows. Yet the little Australian ad—upside-down and black-and-white and back-end-to—had the very highest readership figure in all the land!

Which leads to this moral: Who's afraid of the big bad Woolf!

Fred Manley,
Copy Chief, Cunningham & Walsh, San Francisco.

•

To the Editor: I would like to take exception to the column written by James D. Woolf in your April 3 issue entitled "Conform to Customary Reading Habits."

I wouldn't say that Mr. Woolf sets advertising back 20 years with this attitude but he's trying and that's what counts.

Apparently, if we follow Mr. Woolf's rules for ideal layout, all the designers can be eliminated and all ads will be exactly as he has prescribed—picture at top, headline in middle and copy last. Wonderful! A formula for the perfect layout. Who needs designers? Mr. Woolf has solved the design problem for all time. Now let's get a copy formula so we can eliminate copywriters. Let's use only words like pretty, beautiful, wonderful and dynamic. These are words people are used to so let's not try to give them anything better.

But I don't feel qualified to establish the pat formula for a block of copy so I'll let Mr. Woolf work on that one too and I'm sure that he will soon favor us all with a formula to follow in writing an ad.

Once all this is done everyone will know how to do the perfect advertisement and we can eliminate all advertising consultants and won't that be wonderful? Mr. Woolf will have to find another line of work in which to establish his perfect formulas.

Does Mr. Woolf drive a Model T Ford such as all people were "used to" at one time, or does he concede that certain improvements have been made in automobiles because the designers weren't satisfied with giving the public what it was used to but kept improving it?

I'm surprised his layout formula didn't include putting the photograph on a slant. That was quite popular not too long ago. And so were spats and handlebar mustaches.

ADVERTISING AGE, which is supposed to be and usually is the champion of the more enlightened forms of advertising, does itself no credit when it prints a column which preaches against failure to conform to a pattern. Failure to conform has produced the only progress in any field that has ever come about. Failure to conform is what is generally called creativity and originality . . .

Richard L. Downes,
Graphics Designer, Mantua, N. J.

• • •

U. S. Steel Increased Ads in Business Papers in 1960

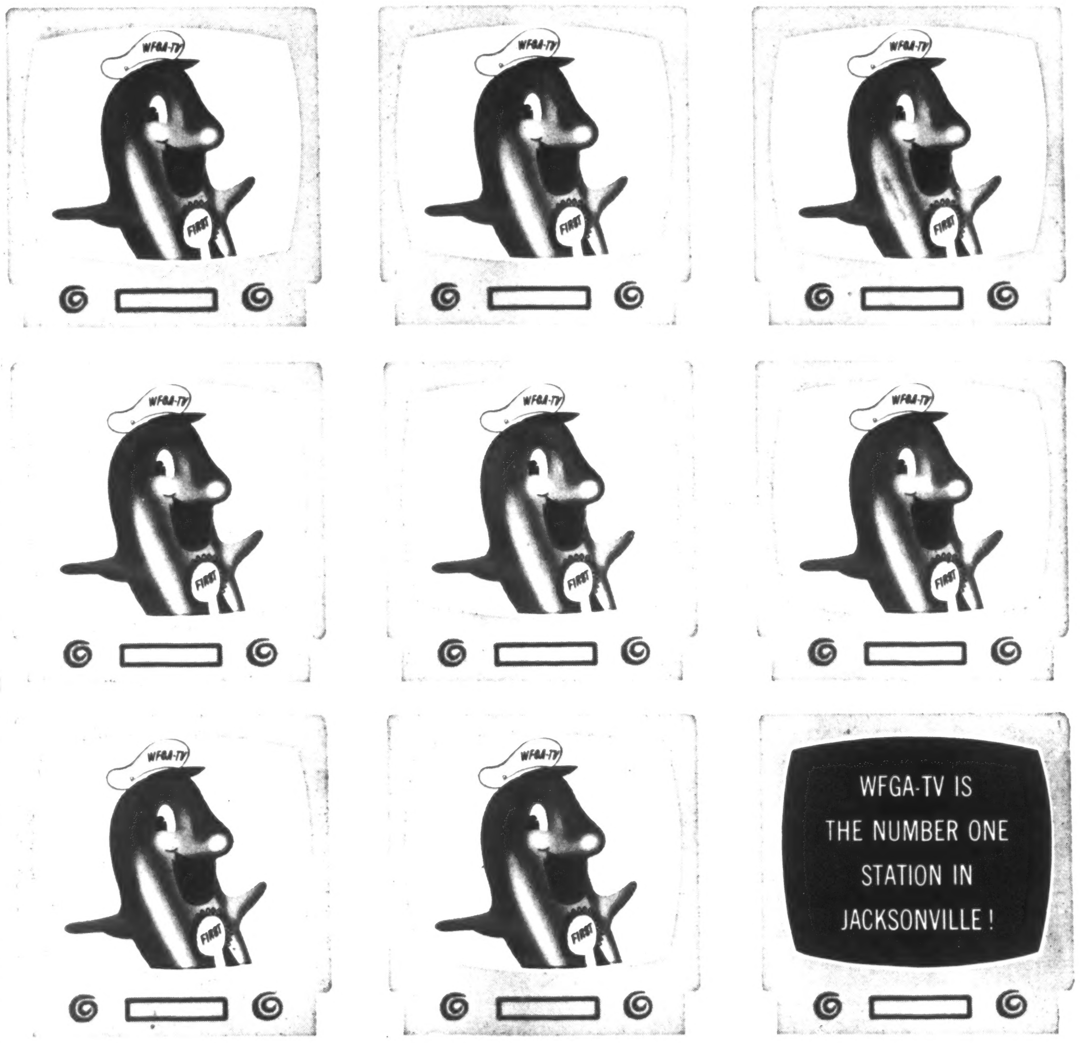
To the Editor: A report on U. S. Steel's business paper advertising appearing in your April 10 issue was in error. We may have inadvertently contributed to this error in our reporting to ABP.

However, we would like to set the record straight at this time as the published figures and editorial comment give a false impression of U. S. Steel's attitude toward business publications.

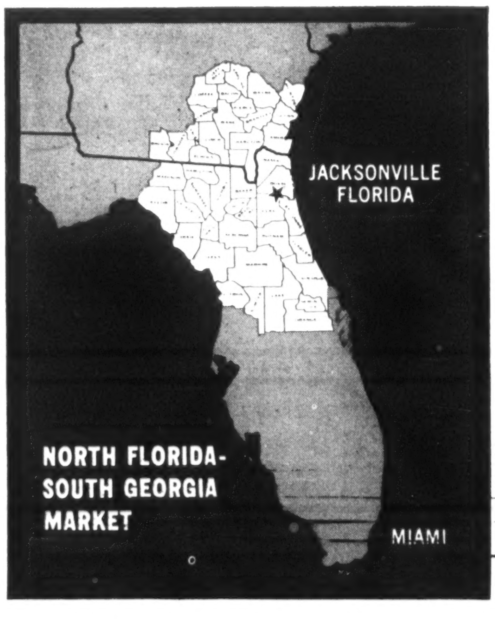
U. S. Steel for the last ten years has increased its budget in business papers each year. In 1950 we spent $794,600 in business papers and in 1960, $2,776,900 as correctly reported in ADVERTISING AGE. This 1960 figure was an increase of 6% over 1959 instead of the major decrease shown in the report. The correct expenditure for 1959 was $2,631,700 instead of $3,837,900 as reported.

John Veckly,
Director of Advertising, U. S. Steel Corp., Pittsburgh.

"Any display will increase your sales
But the right one will multiply them"
VANDERPOOL Displays
A complete promotional service in all mediums — cardboard, plastic, etc.
122 S. MICHIGAN AVE. CHICAGO 3, ILL.
HArrison 7-8442


WFGA-TV
FIRST
WFGA-TV IS THE NUMBER ONE STATION IN JACKSONVILLE!

WFGA-TV captures a big 51.0% share of audience in November ARB!

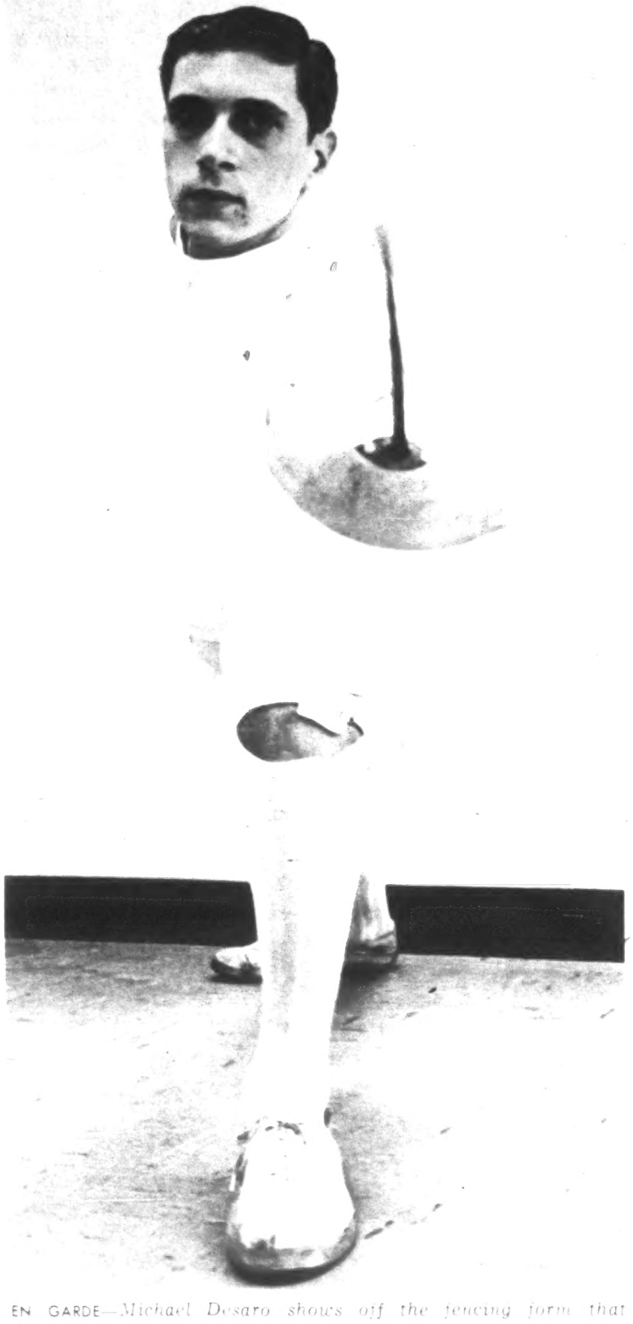


From 9 a.m. to midnight, 7 days a week, WFGA-TV corrals a 51% metro share of sets-in-use in Jacksonville. For the biggest return on your advertising dollar, see your PGW Colonel about WFGA-TV.

WFGA-TV
JACKSONVILLE

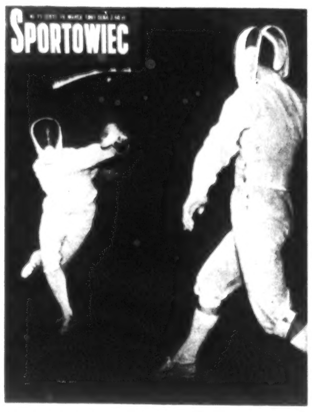
REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.
VJ
S-TV
A-TV
iate)

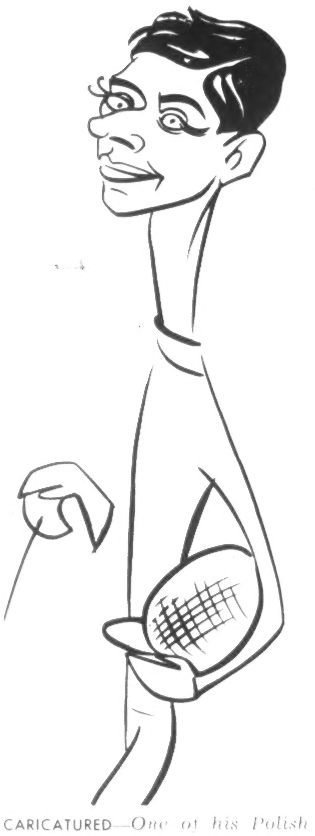


EN GARDE—*Michael Desaro shows off the fencing form that brought him kudos in Warsaw.*

BACK HOME—*Mr. Desaro returns to his media desk at Donahue & Coe—and to the relative anonymity of a U.S. fencer, after his week of fame in Poland.*



COVER BOY—*The cover of the Polish sports weekly, Sportowiec, pictures Mr. Desaro as he contends with an opponent in one of the Warsaw matches.*



CARICATURED—*One of his Polish fans presented Mr. Desaro with this caricature. The good will generated by the American team was termed "unmeasurable and invaluable" by U.S. embassy officials in Warsaw.*

Versatile Adman ... Michael Desaro

After a tumultuous week in Poland as the Mickey Mantle of the fencing world, Michael Desaro is back in the U.S., working quietly at his desk in the media department of Donahue & Coe, New York.

Although he's the top-rated American exponent of the saber, Mike is comparatively unknown here, except among fellow fencers—a situation far different from his status in Poland, where fencing is a national sport.

Mike made his trip to Warsaw in March as a member of the first U.S. fencing team to participate in Warsaw's international tournament. Also competing were Russia, France, and Germany, but the U.S. team quickly became the tournament favorite.

It took the Americans only a few bouts to win the crowd; after that any adverse decision against the team was loudly booed.

"When we beat Russia, we got a standing ovation. We were even wildly cheered when we beat Poland," Mike recalled.

■ "It was fantastic. All the Poles kept score cards, as we do in baseball, and everybody knew our bout scores. They followed us around the streets and kept crowding around for autographs—I felt like Mickey Mantle," he said.

At the end of the tournament, Mike had won second place for himself, beaten only by Jerzy Pawlowski, the world champion from Poland. The U.S. team ranked third; Poland was first; and Russia was second.

Before it was all over, Mike ended up on the cover of a Polish sports weekly, *Sportowiec*, and the team was pictured repeatedly in Polish newspapers. The first night of competition in Krakow, where the Americans went for a second tournament, was also Mike's 23rd birthday. It was a coincidence the Poles did not overlook: As part of the opening ceremony, a birthday cake with 23 candles was brought to the center of the floor, while the Poles tossed a flabbergasted Mike up in the air.

■ Few Americans know what many a Polish fan could tell you about Mike's record: In the Olympics in Rome last year he placed fourth individually and was on the team that beat the Russians. In the 1960 U.S. nationals, he placed third—but since the first two winners were Hungarians who had come to the U.S. after the 1956 uprising, Mike is actually the top-rated American fencer. In the Pan-American games, he has won a first and a second. In college, he twice won the Eastern Inter-Collegiate, as well as the first, second and third place medals in the NCAA meets he competed in.

To maintain this record, Mike has three-hour practice sessions after work, three evenings a week, at the New York Athletic Club. He also competes almost every weekend.

■ Mike meets few other admen in the fencing world. Offhand he could name only three others: Jack Keane, manager of the copy department at Fletcher Richards, Calkins & Holden, who is also chairman of the fencing committee at the New York Athletic Club; Joseph I. Sonnenreich, head of his own New York agency; and Toby Hyde, vp at Robert C. Durham Associates.

ABC-TV Mulls Re-Run Plan for Late Night Viewers

ABC Television, New York, is contemplating introduction in October of a new 75-minute series, entitled "The Big Ones," to be aired opposite NBC's "Jack Paar Show." "Sugarfoot" will be televised on Monday night, followed, in order throughout the week, by "Bourbon Street Beat," "The Alaskans," "Hong Kong" and "Stagecoach West." The series, to consist of re-runs of action shows, will be aired at 11:15 p.m. in the eastern and Pacific zones and 10:30 p.m. in the central zone.

There will be a host on the show and six rotating commercial positions, each with two one-minute announcements. Four of the minutes will be available to the station for sale locally. The show offers potential advertisers a cost-per-1,000 homes per commercial minute of $2.57. Price per minute for the 97 stations now tentatively listed in the lineup is from $8,633 at the no-discount level to $6,833 for a 30% discount client. Mr. Paar's current gross price is $9,400 for a minimal buy of 65 stations to $12,300 for the full list of 166 stations.

Timken Roller Bearing Boosts Peterson, Fellows

Timken Roller Bearing Co., Canton, O., has appointed Norman H. Peterson assistant to the president. Mr. Peterson, who joined the company as a copywriter in the advertising department in 1946, was formerly advertising manager.

At the same time, Timken has appointed John H. Fellows to succeed Mr. Peterson as advertising manager. Mr. Fellows, who joined the company in 1949, was formerly sales promotion manager and manager of college relations.

Nevada Court Rules No Limit on Gasoline Price Signs

The Nevada Supreme Court, Carson City, has affirmed the right of gasoline dealers to advertise their prices in signs as big as they please. The ruling rejected a state appeal of Clark County District Judge A. S. Henderson's judgment that a state law banning price signs larger than a ft. sq. on the pumps themselves was unconstitutional.

Fulham Names Hicks, Greist for 4 Fishermen Brand

Hicks, Greist & O'Brien, Boston, has been named to handle advertising for Fulham Bros., Boston, processor of the 4 Fishermen brand of seafood products. Previous agency was Charles F. Hutchinson Inc., Boston.

Maclean-Hunter Hikes Rates

Maclean-Hunter Publishing Co., Toronto, has issued a new rate card for *Modern Purchasing*, which will become effective with the July issue. New rate for a one-time b&w page will be increased to $290 from $260.

Reinhold 1960 Sales Gain, 1st Quarter 1961 Sales Decrease

Reinhold Publishing Corp., New York, reports a new high for sales in 1960 with a 7.3% hike over 1959 volume. However, profits dipped 13% before a non-recurring expense item. Sales in the first quarter of 1961 were 7% behind the same 1960 period, a record first quarter.

Philip H. Hubbard, president, said that with the exception of 1958, sales had increased every year for the past 24 years. No figures beyond the percentages were released by Reinhold, which is entirely owned by its employes.

Thomas Appoints Choate

Hal E. Choate, 2060 N.E. First St., Deerfield Beach, Fla., has been appointed sales representative for Thomas Publishing Co. in the state of Florida. He will represent *Thomas Register*, *Industrial Equipment News* and *Thomas Grocery Register*.

'Office Management' Changes Its Title with May Issue

Office Management & American Business, published by Geyer-McAllister Publications, New York, will change its title to *Administrative Management* with the May issue.

Josephson Named President

Eugene G. Josephson has been elected president of Chicago Film Laboratory, Chicago, succeeding Mrs. A. G. Dunlap, founder and president for 34 years, who will remain chairman of the board. Mr. Josephson joined the company in 1958.

Meyers Joins Zirin Labs

Robert T. Meyers, formerly vp and director of merchandising of Cohen & Aleshire, New York, has been appointed exec vp for marketing of Zirin Laboratories International, Miami pharmaceuticals manufacturer.

Open up and say...
wix®
FILTERS

SAY WIX—*For 1961, Wix Corp., Gastonia, N.C., has doubled last year's first-time entry into outdoor media with ads like this going into about 200 key markets in 44 states. Wix manufactures air and oil filters. Humbert & Jones, New York, is the agency.*

Auto Warranties 'Illusory,' Says State High Court

OLYMPIA, WASH., April 25—Automobile warranties "take away so much of implied warranty and give so little of express warranty" that the protection they give the new car buyer is "illusory."

That's the opinion of the Washington state supreme court, expressed in a decision overturning a county court's award of damages resulting from a defective part.

"The purchaser is in no position to bargain, because practically all manufacturers . . . and their dealers all insist upon this particular warranty," the court added.

Although critical of the warranty, the court ruled that a dealer under its terms has only an obligation to replace the defective part and reversed the lower court's decision that had awarded $2,500 to a motorist and an insurance company. ≠

Benito Appoints Ensslin

Robert F. Ensslin Jr. has joined Louis Benito Advertising, Tampa, as an account executive. Mr. Ensslin was formerly sales promotion manager of Sears, Roebuck & Co., Tampa.

NBC Signs P&G, U.S. Brewers; Sun Oil, Others on ABC

Procter & Gamble, Cincinnati, (Benton & Bowles), sponsored the hour color special, "The Dean Martin Show," on NBC-TV April 25 at 10 p.m. (EST). Another NBC color hour, "Summer on Ice—1961," with host Peter Lawford, will be backed by United States Brewers Foundation (J. Walter Thompson Co.) June 6, at 10 p.m. (EDT).

ABC-TV has signed Sun Oil Co. (William Esty Co.) to sponsor its new 12-minute late night newscast, "ABC Final Report," for its initial programming in New York and Washington. The show will be telecast at 11 p.m. (EST), except for the first night, April 17, when it followed the 10:30 p.m. presentation of the Academy of Motion Picture Arts & Sciences "Oscar" awards.

Johnson Joins Glenn in L.A.

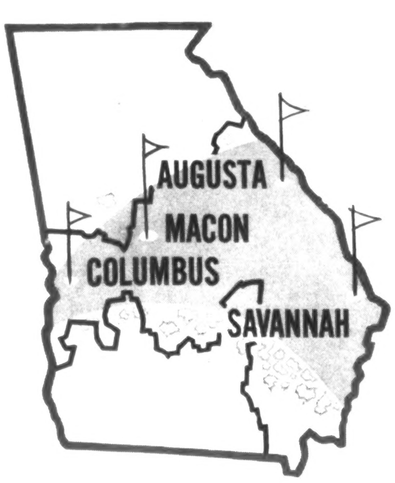
Edward T. Johnson, formerly account supervisor in charge of industrial business in the former Los Angeles office of Barnes Chase Co., has been named manager of the Los Angeles office of Glenn Advertising. He succeeds Raymond E. Prochnow, who has held a similar position for the past seven years. Mr. Prochnow, a vp, will continue with Glenn as senior account supervisor and consultant.

Aeroil to Barbetta/Miller

Aeroil Products Co., South Hackensack, N.J., manufacturer of construction machinery, building equipment, roofers' tools and equipment and municipal maintenance equipment, has appointed Barbetta/Miller Advertising, South Orange, N.J., to handle its advertising.

Putman Names Lokensgard

Melvin O. Lokensgard, executive assistant to the president of Putman Publishing Co., Chicago, has been named vp-publishing director of *Chemical Processing*.

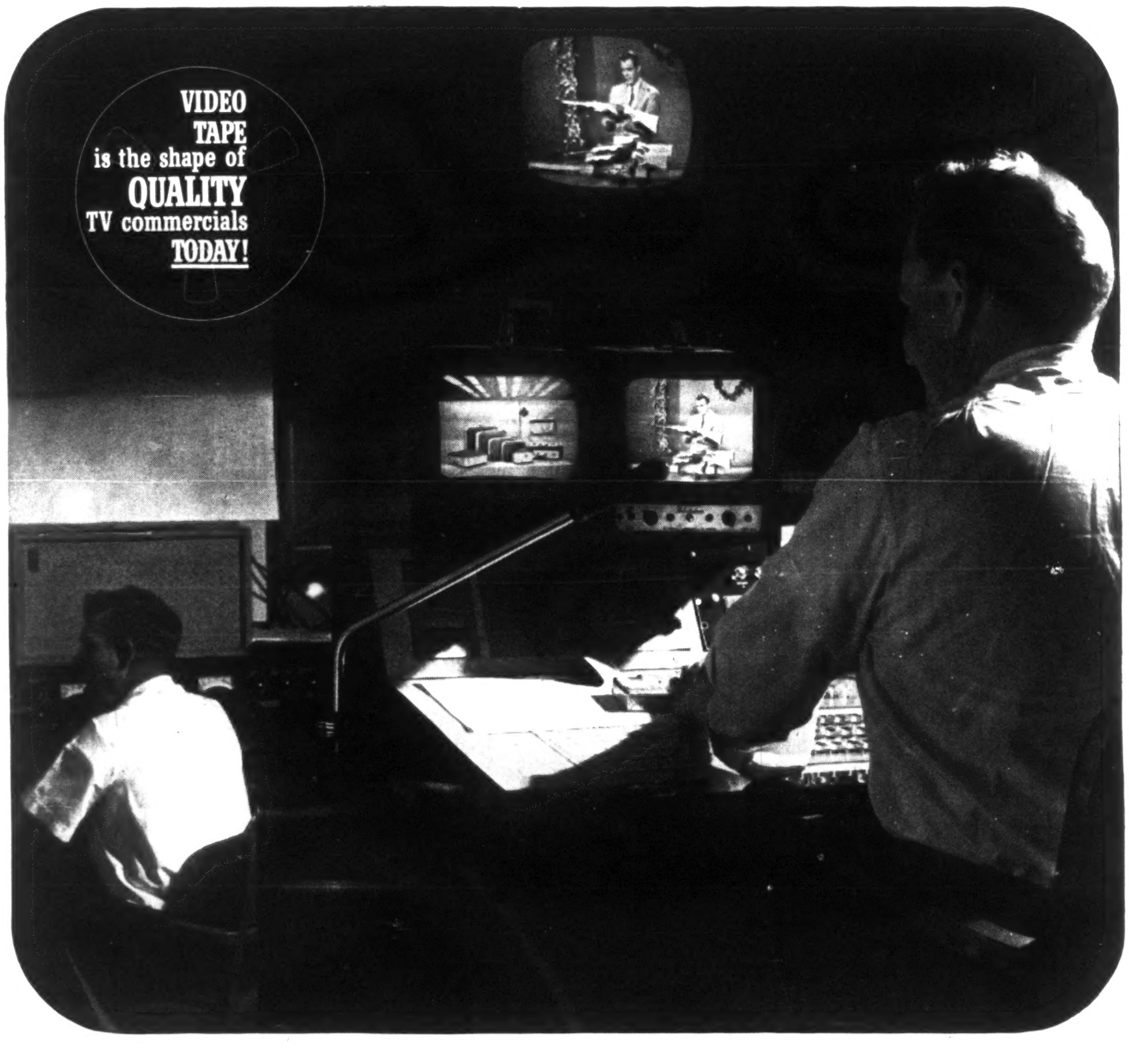


Play this $2 billion fairway with the Georgia Group

Win Georgia's great $2 billion market with the bigger, more powerful Georgia Group . . . the Augusta, Columbus, Macon and Savannah newspapers. Now 84 counties big, the Georgia Group market has a total population of 1.7 million . . . half the state of growing Georgia! This winning foursome is a package buy. It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* **COLUMBUS** *Ledger and Enquirer* **MACON** *Telegraph and News* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**


VIDEO TAPE is the shape of QUALITY TV commercials TODAY!

now editing's easier than ever... on SCOTCH® BRAND Live-Action Video Tape

Fast-moving technological advances, and the growth of creative talent trained to "think tape" is fast making video tape editing a matter of routine!

These recent editing developments have made "SCOTCH" BRAND Video Tape a really versatile medium for your commercials: The use of multiple cameras for instantaneous, on-the-spot editing . . . New improved, time-saving direct-cutting and splicing methods . . . Gen-lock mixing of film and tape, live and tape, etc. . . . and scene-by-scene, out-of-sequence shooting and editing such as the film producer has long wished for.

Other editing techniques permit one camera to shoot the whole commercial, scene by scene, in any order. Perfection of each scene is achieved, including the product "beautv shots" that require critical lighting and camera work. The best takes of all scenes are electronically edited onto "A" and "B" rolls. Rolls are then played back for mixing onto a final composite tape, with titles, wipes, and optical transitions interposed. This brings a new measure of control to the making of the commercial. Difficult product shots can be stored for later use. Scenes can be lifted to make different versions. Scenes can be shortened or lengthened, transposed or eliminated.

Today's advances in editing make even more attractive the other advantages of video tape. Playback is immediate, mistakes are remedied at once by retake. The picture is "live" in quality. Special effects are created electronically—no lab work or waiting. Next TV storyboard comes along, send it to your local tape house for an analysis and bid that will surprise you. Send for the new FREE brochure, "Techniques of Editing Video Tape." Minnesota Mining and Manufacturing Company, Box 3500, St. Paul 6, Minnesota.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

Walters
Novas
Thompson
Wilson
De Clerque
Heiskell
Seki

INTERNATIONALISTS—*On hand for the annual congress of the International Advertising Assn. were Ken Walters, international consultant; Joe Novas, head of the Caracas agency bearing his name; Andrew Heiskell, Time Inc.; Hirochika Seki, Hakuhodo Inc.; and three IAAers active in the planning of the congress—Harry Thompson, Newsweek (chairman of the congress); Elmo C. Wilson, International Research Associates (IAA president), and Steven De Clerque, Time International (program chairman).*

Hanneman to Allmayer, Fox

Marjorie Hanneman, formerly with J. S. Lerner's Vogue shops in the Midwest and Southwest, has been appointed fashion account executive of Allmayer, Fox & Reshkin, Kansas City.

BULLETIN:

The Elkhart Truth Announces

3 NEW DISCOUNT PLANS

- **BULK**
- **C-I-D**
- **PAGE**

DISCOUNTS UP TO 18%

The ELKHART TRUTH
ELKHART, INDIANA

Represented by—
Johnson, Kent, Gavin & Sinding

Yoshida
Powers
Tamm
Carroll
Kaufherr
McKeachie
Thompson

AT IAA MEET—*Attending the International Advertising Assn. meeting were Goran Tamm, Svenska Telegrambyran, Stockholm; Paul Carroll, Goodyear International; Dan Kaufherr, Gotham-Vladimir Advertising; William McKeachie, former president of McCann-Marschalk Co.; Harry Thompson, Newsweek; Hideo Yoshida, Dentsu Advertising; and Joshua B. Powers of the agency bearing his name.*

Goodrich Boosts Two

B. F. Goodrich Co., Akron, has appointed George A. Mentzer advertising manager of commercial products, succeeding George B. Koch, who has been named merchandising manager of the B. F. Goodrich Industrial Products Co. Mr. Mentzer was formerly manager of trade advertising and sales promotion of the B. F. Goodrich Chemical Co., Cleveland.

Snow Joins Paul Morgan

Dean W. Snow, recently a vp and account executive of H. W. Kastor & Sons, has joined Paul Morgan Advertising, Chicago, as a principal and account executive for Bell Co., manufacturer of automotive chemicals.

UA Boosts Goldberg; Lewis Enters Independent Production

Fred Goldberg has been promoted from national director to executive director of advertising, publicity and exploitation of United Artists, New York. He will take over the duties of Roger H. Lewis, who has resigned as vp in charge of advertising, publicity and exploitation, effective June 1, to enter independent production.

Gabe Sumner, formerly UA's publicity manager, has been named executive assistant to Mr. Goldberg. Named director of national publicity was Mort Nathanson, previously director of international advertising and publicity of UA's foreign distribution department.

Dorr-Oliver Names Lambeth

George F. Lambeth has been named advertising and publicity manager of Dorr-Oliver Inc., Stamford, Conn. He formerly was in the sales department. Mr. Lambeth succeeds ad manager Charles M. Comstock, who has been named manager of the new CompleTreator sales division, which markets sewage treatment systems and water desanding systems.

B&B Elects Four

Victor G. Bloede, Ken McAllister and Les Rich, vps of Benton & Bowles, New York, have been elected senior vps. Mr. Bloede is creative director; Mr. McAllister is an account supervisor; Mr. Rich is director of media and radio-tv programming. Sylvia Dowling, a B&B copy group head, has been elected a vp, the third woman vp of the agency.

Chauncy Joins Spalding

Michael S. Chauncy, formerly director of sales of special markets of Lenox Plastics Inc., has been named to the new post of director of premium and special markets division of A. G. Spalding & Bros., New York.

WAVE-TV viewers use 28.8% more GAS and OIL

—because they drive 28.8% more miles, in 28.8% more cars, trucks and tractors!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

Network Radio's Top Advertisers*

Based on Four Weeks Ending March 5, 1961

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	Standard Brands Inc. (CBS, MBS, NBC)	220	118,641
2	Pharmaco Inc. (ABC, CBS, MBS)	260	110,592
3	R. J. Reynolds Tobacco (4 Nets)	260	109,696
4	Sylvania Electric Products (ABC, CBS, NBC)	193	107,760
5	Time Inc. (NBC)	170	103,953
6	Intl. Min. & Chem. Corp. (NBC)	171	101,087
7	Kellogg Co. (CBS, NBC)	176	97,970
8	CBS Electronics-CBS Inc. (CBS)	182	86,544
9	Mennen Co. (4 Nets)	199	79,917
10	Minnesota Mining & Mfg. (MBS)	196	77,446
11	Metropolitan Life Insurance (NBC)	125	73,881
12	Liggett & Myers Tobacco (MBS, NBC)	190	65,822
13	Pepsi-Cola Co. (4 Nets)	170	62,759
14	Mentholatum Co. (CBS, MBS)	129	61,374
15	Ex-Lax Inc. (4 Nets)	158	59,342
16	Philip Morris Inc. (ABC, CBS)	128	50,939
17	Grove Div.-Bristol-Myers (CBS)	71	50,491
18	General Foods Corp. (ABC, CBS, MBS)	71	41,738
19	Hudson Vitamin Products (ABC, MBS)	117	36,740
20	Chevrolet-Gen. Motors (CBS)	48	34,566

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Sylvania Electric Products (ABC, CBS, NBC)	166	88,694
2	Standard Brands Inc. (CBS, MBS, NBC)	175	87,115
3	Pharmaco Inc. (ABC, CBS, MBS)	197	78,601
4	Time Inc. (NBC)	128	73,634
5	Intl. Min. & Chem. Corp. (NBC)	128	71,957
6	CBS Electronics-CBS Inc. (CBS)	167	71,325
7	Mennen Co. (4 Nets)	163	67,022
8	Kellogg Co. (CBS, NBC)	119	61,526
9	Metropolitan Life Insurance (NBC)	105	59,057
10	R. J. Reynolds Tobacco (4 Nets)	147	55,831
11	Chevrolet-Gen. Motors (CBS)	72	48,374
12	Philip Morris Inc. (ABC, CBS)	128	47,132
13	Mentholatum Co. (CBS, MBS)	108	46,696
14	Liggett & Myers Tobacco (MBS, NBC)	146	46,118
15	Minnesota Mining & Mfg. (MBS)	116	38,999
16	Grove Div.-Bristol-Myers (CBS)	54	36,194
17	Ex-Lax Inc. (4 Nets)	88	32,278
18	Pepsi-Cola (4 Nets)	85	29,662
19	General Foods Corp. (ABC, CBS, MBS)	45	25,977
20	Hudson Vitamin Products (ABC, MBS)	82	24,566

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Insurance Agents to Spend $1,500,000 in '62 Campaign

PHILADELPHIA, April 25—The National Assn. of Insurance Agents has increased its 1962 ad budget 10% over 1961 to nearly $1,500,000 and will spend it in magazines and radio.

Half of the money raised in a state, will be spent entirely within that state, in media of local choice.

Magazines to be used are *Life* and *The Saturday Evening Post* (each will carry three-page regional ads listing all subscribing members), *Time* (13 insertions) and *U.S. News & World Report* (eight). The *Life* and *Post* ads are set for issues immediately following Fire Prevention Week, in October. A special four-week, near-saturation radio drive will begin at the same time on NBC network stations.

Theme of the 1962 campaign will again be the "big difference" in insurance service, offered by independent agents.

Doremus & Co., New York, is the agency. #

'Niagara Falls Gazette' Names Swartzenberg Ad Manager

Robert Swartzenberg has been appointed advertising manager of the *Niagara Falls Gazette*. Mr. Swartzenberg, manager of the *Gazette's* classified advertising department since 1955, succeeds Clifford O. Peterson, who will assume new duties as counselor to the advertising staff and consultant on advertising matters. He also will have charge of special retail accounts. New manager of the classified advertising department, succeeding Mr. Swartzenberg, will be Paul Hurlbut, a member of the general advertising department.

Doane to Issue New Farm Book

Doane Agricultural Service Inc., St. Louis, will issue a new monthly farm magazine—*Doane's Business Magazine for American Agricultural*—with the first issue scheduled for Aug. 15. The onetime ad page rate is $1,080, based on a circulation of 50,000. It will be geared to commercial farm and ranch owners, managers and or operators. Ad space sales will be handled by Philip C. Miller, Chicago, who also has offices in New York, Detroit and Minneapolis.

Selvin Adds Furniture

George A. Selvin & Co., Hackensack, N. J., has been named agency for Pennsylvania House furniture, manufactured by Lewisburg Chair & Furniture Co., Lewisburg, Pa.

Nabisco, Cream of Wheat in Merger Negotiations

National Biscuit Co. and Cream of Wheat Corp. have agreed to join forces through an exchange of stock. The merger will probably take several months to conclude and no changes in advertising structure, if any, are expected before then. Cream of Wheat is handled domestically by Batten, Barton, Durstine & Osborn, Minneapolis, and MacManus, John & Adams, internationally. Nabisco uses four agencies domestically: McCann-Erickson; Kenyon & Eckhardt; Ted Bates & Co.; and Needham & Grohmann. Two more—J. Walter Thompson Co. and Cockfield, Brown & Co.—share in the international billings.

Cream of Wheat was founded in 1897. Its hot cereal products had sales of $11,800,000 last year. Nabisco was formed in 1898 and last year did a business of $451,800,000.

SeaView Boosts Lee

SeaView Industries, Miami, manufacturer of awnings, carports, fences, airplane hangars and utility buildings of aluminum and of steel, has appointed Kenyon Lee director of advertising and public relations. Mr. Lee was formerly public relations director.

OE 20 M=
500.000.000.00

"Office Executive" reaches twenty thousand decision makers whose companies spend over $500 million annually on office machines, equipment and supplies. These 20,000 men are the key executives who have the power to say "yes" or "no" to any and all office purchases within their companies. Sell them in the only magazine edited exclusively for top office administrators . . . "Office Executive". Write for sample copies and data.

OFFICE EXECUTIVE

Official Publication of the NATIONAL OFFICE MANAGEMENT ASSOC.
World Headquarters WILLOW GROVE, PENNSYLVANIA

*FIRST in Cleveland in all DRUG ADVERTISING**

6TH in America in total Advertising

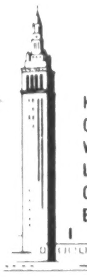
Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales



HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative. The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

**Source, Media Records*

To Madison Avenue

No New York daily can be first in all classifications of retail advertising. But among the seven dailies, The Mirror is second in real estate, building supplies and electrical appliances. And first in others.
In nine classifications, Macy's puts The Mirror second in advertising among all New York's dailies.

Make The Mirror a MUST!

Wike to Armand-Richards

Carol K. Wike, formerly executive assistant of pr of Crotched Mountain Foundation, Greenfield, N. H., has been appointed director of promotion and account supervision of Armand-Richards Advertising Agency, Hackensack, N. J. Miss Wike will also be a member of the plans board.

Chapel Agency Adds Two

Ideal Electric & Mfg. Co. and Modern Buildings Inc., both of Mansfield, O., have named Chapel & Associates, Mansfield, to handle their advertising.

COPY

20% increased results guaranteed by National Gold Medal Copywriter or no cost. Sales letters, ads, promotion sales presentations.

Box 723, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

Rubenstein Nattrass Lundquist Hassinger Lundgren Barclay Logli

COLOR SEMINAR—*Hosting guests at the color seminar of the Morning Star and Register-Republic, Rockford, Ill., newspaper color seminar were Richard G. Lundgren, advertising director of the newspapers and chairman of the seminar, and Kenneth J. Nattrass, assistant advertising director. Among those present were Leonard S. Rubenstein, Clinton E. Frank Inc., Chicago, one of the four speakers; Einar Lundquist, Cummings, Brand, McPherson Associates, Rockford; Dent Hassinger, Bureau of Advertising, Chicago; Ruth Barclay, Chas. V. Weise Co., Rockford department store; and John H. Logli Jr., Pacemaker Food Stores, Rockford supermarket chain.*

'Irritating' Broadcast Ads, Intrusive Outdoor Boards 'Inexcusable,' Cone Says

Fairfax M. Cone

LONDON, April 28—Advertising in places where it "shouldn't be"—"on quiet roads in otherwise peaceful country scenes; plastered on building fronts and sides, robbing them of their dignity; and literally filling the air, on radio and tv; constantly interrupting, endlessly reiterating, intentionally irritating" — was criticized here today by Fairfax M. Cone.

"For these things I find no excuse," the chairman of the executive committee of Foote, Cone & Belding, told the Regent Advertising Club. He was the guest of honor at its celebrity luncheon.

Mr. Cone said such advertising stems "not only from a shocking lack of taste and judgment on the part of thoughtless advertisers; but also from greed and utter want of sensitivity to any other feeling than the crisp feel of folding money."

Refuting "the case against advertising" on many other points, Mr. Cone said, "Here I think there is a case against advertising, just as I know there will always be a case against advertising that is dishonest in intent or tasteless in its content.

■ "Advertising, to be good advertising, should be welcome for the message it contains for the public to which it is addressed; and never intrusive and upsetting to that other public which also is exposed to it," he asserted.

To produce such advertising, admittedly "something of an order," is the obligation of every adman, Mr. Cone said.

The agency executive proposed a rule that, he said, "will inevitably result in good advertising," if followed without deviation:

"I believe that advertising should be done by us precisely as we would like it done to us: Clearly as to its promises; honestly as to its intentions; and with sufficient substance to allow each reader or listener or viewer to make up his or her mind with regard to the proposition that is presented."

The single appeal of advertising, Mr. Cone said, "should be to reasonable self interest."

He said that the principle, which may be expressed in different words, cannot be successfully attacked.

■ "When these conditions are met, and barring only the contention that making and selling more things than are vital to human existence is evil, I think there is very little left in the case against advertising. Indeed, I think the case is all the other way," Mr. Cone said.

In his speech, he individually refuted the many "tenuous" arguments of advertising's critics.

"For example, it should be plain to anyone who can think at all that there can be no such thing as planned obsolescence in any place where competition in business is the rule," he said.

What makes goods obsolete is new, more attractive goods to replace old ones, Mr. Cone said. But when this is pointed out to critics, according to him, their argument shifts to the charge that there is too much choice.

"The claim now is made that choice leads to waste, since the difference in, say, gasolines, is too small to deserve any notice at all; or that differences that are advertised in automobiles or electric refrigerators or breakfast cereals or cake mixes are differences dreamed up by advertising copywriters," Mr. Cone reported.

■ "And sometimes they are," he admitted. "Sometimes these differences are greatly exaggerated.

"But much more often, I maintain (and can prove this; and so can you) the differences represent the manufacturer's or processor's sincerest efforts to make real improvements, to gain a competitive edge," Mr. Cone said.

The argument that advertising is basically a means for exaggeration and improper exploitation and that it is vastly successful implies that the public is "soft-headed and weak-willed and congenitally unsuspicious," Mr. Cone suggested.

"And the public is nothing of the kind," he declared. It may refuse to comply even when the offer is fair, he said.

Then he turned to misleading advertising.

"Ever since the beginning of advertising, I am sure that people have used it to tell lies," Mr. Cone said, stressing that ads lie, when they do, because people lie. "Advertising is only a substitute for personal communication," he said.

■ Fortunately, advertising commits all its sins in public and is therefore subject to policing by various forces, he said. "Dishonest advertising, except for one-time sales, cannot be successful," Mr. Cone emphasized, because "the simplest economics plainly won't let it: No one comes back to be cheated again," he said.

Mr. Cone defended tv broadcasters from charges that they lower levels of taste by pointing out, "It was not until tv adopted the features that kept the moving pictures going that almost everyone bought sets.

"It wasn't tv that invented mayhem," he said. "The western and the private eye were standard in both hard and soft cover books even before the first silent movies," Mr. Cone said.

"To be perfectly honest, I agree with most critics about most popular tv programming. I abhor it. And I rarely look at it—except professionally," he said. But he insisted that he did not want to "take away from anyone else what he wants. I would like to trade him up. And I will always try to, when I can. But so long as he wants entertainment in a style that is no longer mine, that, I think, is his business," Mr. Cone said.

■ The views of advertising critics like Arthur Schlesinger Jr., John K. Galbraith and Vance Packard are popular among intellectuals, Mr. Cone said, because nothing is so "appealing to the intelligentsia as the thought of protecting their less perceptive and less apprehensive cousins from the bitter fate of ruthless exploitation." #

KSON Appoints Three

Jeff York, formerly sales manager of XEAK, Tijuana-San Diego, has been named general manager of KSON, San Diego. He succeeds Henry Guzick, who resigned. At the same time, KSON promoted Blaine Cornwell to the new post of assistant manager, and Harry Bulow, formerly with KXTV, Sacramento, to station sales manager, also a new title.

GRAND OPERA TALENT

at Amateur Prices

Demand the voice that really gives out for you in the great and prosperous Cincinnati market, while hitting the low notes in cost. Greater Cincinnati's outstanding daily is the Post and Times-Star, with 275,000 circulation and 72% coverage of all families. This paper fairly sings with quality, attuned to the ear of potential customers in every income group. It's all yours for one of the lowest milline rates in America.

7 *out of* **10** *Cincinnatians read the Cincinnati* **POST Times-Star**

★

Total circulation . . . 274,874 . . . ABC 9 30 60

★

Largest Circulation of any Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

43% Read No Other Daily

★

One of the nation's lowest Milline rates

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department
SCRIPPS-HOWARD Newspapers

SALES MEETING?

$5 gets you an "act" that's a real "STOPPER"!

"What Is a Salesman?" is a recording that runs just under five minutes. It was written especially for salesmen and professionally produced with top musicians and voices . . . studio-recorded for perfect fidelity on 45 rpm unbreakable discs.

Sometimes tender, sometimes whimsical, "What Is A Salesman?" will put a laugh on the lips and a tear in the eye of every member of your audience. As a morale booster, as an entertainment feature, as an unusual "gimmick" for your next sales meeting. You won't find anything like it for the price anywhere. We've auditioned it many times and it has always scored a hit.

So, be prepared! Order a copy of "What Is A Salesman?" now and keep it in your record library.

Send a $5 check for immediate postpaid shipment *today*. Limited edition.

P. S. And it's *clean!*

AVSCO associates
DEPT. 291 WINCHESTER, MASS.

Lever Switches K&E's Share to Reach, Thompson

(Continued from Page 1)

mutual consent of Lever Bros. and K&E." The disenchantment between the two has been brewing for many months and a strongly worded K&E staff memo early this week spoke of creative disputes, unreasonable client demands, lack of confidence on the part of Lever and increasingly mutual dissatisfaction between the agency and client. K&E was also believed to have jumped the gun by one week, in making its announcement, contrary to Lever's wishes.

■ The memorandum said:

> Kenyon & Eckhardt and Lever Bros. are terminating their agency-client relationship because of a continuing disagreement concerning creative and marketing policies and directions on all product lines.
>
> The combination of drastically reduced budgets and the failure to achieve agreement on the selling approach to Praise and the other products, plus an unrealistic demand for agency services has caused your management to consider resignation of the Lever Bros. Co. business previous to recent discussions with client management, which have resulted in the forthcoming termination.
>
> As many of you know, work on these products has never been a simple matter of professional skill at K&E, but has required unusual efforts beyond the call of sensible agency-client relationships.
>
> **D. C. Stewart**

■ The naming of Reach, McClinton served to revive a report that circulated late last year. At the same time Lever and K&E both denied there was a split coming. Lever also denied reports that it was considering setting up a house agency operation. Reach, McClinton strongly denied reports that it would be purchased by Lever.

But earlier this year, Lever was still interviewing top advertising people who might want to work for them in a "house agency" setup. House agencies are no stranger to Unilever Ltd., the parent organization.

■ It is quite apparent the Lever U. S. advertising has undergone a major overhaul since January. More than $4,000,000 went from Needham, Louis & Brorby early that month as the All detergent line went to Sullivan, Stauffer, Colwell & Bayles and Swan Liquid detergent to Batten, Barton, Durstine & Osborn.

A few weeks later, Air Wick, at Foote, Cone & Belding, and Dinner-Redy, at K&E, both went to Thompson, which has Lux, Stripe and several test products.

LEVER'S SUCCESS WAX TO COCKFIELD, BROWN

TORONTO, April 27—Lever Bros. Ltd. has named Cockfield, Brown & Co. to direct advertising for its recently-acquired line of Success waxes and related products. The account is estimated to bill $500,000.

Lever Bros. recently purchased Success Wax Ltd., an old Quebec company.

The Success account had been split between Torobin Advertising, Montreal, and Payeur Publicité, Quebec.

While Torobin has been dropped by Lever, Payeur Publicité has been retained "to serve in corporate or brand areas" for the company in Quebec province. #

Admen in Europe Must Close Ranks in One Group: Mery

NICE, FRANCE, April 27—The development of a supranational association covering all sides of the advertising business in Europe was predicted here this week at an international advertising conference organized by the Federation Francaise de la Publicite (FFP).

Despite a shadow cast by the French national crisis, advertising men from all over Europe congregated at this Riviera resort city for the opening of the conference on Tuesday. They heard speakers from eight countries deal with major issues posed by the conference theme, "International advertising tomorrow—competition or cooperation?"

■ Raymond Mery, president of the FFP, French equivalent of the Advertising Federation of America, told a pre-meeting news conference that advertising industries in the different European countries must eventually unite under a common association roof.

"Everyone who lives by and for advertising must be brought together," Mr. Mery said. "We must have one voice in one body even if we have 20 souls."

The international nature of this conference was pointed up by the availability of simultaneous translation facilities. Delegates entering the conference hall at the Mediterranean University Center were handed a transistorized radio receiver which gave simultaneous translations—in French, English, Italian and German.

■ J. P. O'Connor, director of Britain's Institute of Practitioners in Advertising, answered the question posed by the conference theme by forecasting that admen could expect increasing competition within a framework of cooperation.

Looking ahead to the next decade, Mr. O'Connor saw consumer protection, which he said was almost unmentioned 10 years ago, looming as a major problem. He warned that the advertising business must expect growing criticism of its activities and he said that this placed a burden on admen to make clear the place of advertising in the economy of great nations.

Mr. O'Connor said that anti-advertising legislation was another possibility to watch for. He speculated that European nations may develop governmental bodies with powers similar to the Federal Trade Commission in the U. S. He warned that anti-trust actions may have a radical effect on the agency business throughout Europe.

■ European advertising, Mr. O'Connor pointed out, has gone through "an extraordinary growth period in the short period of eight years." He noted that ad expenditure between 1953 and 1960 doubled in Germany from $360,000,000 to $800,000,000, tripled in Britain from $400,000,000 to $1.2 billion and increased two-and-one-half times in France from $135,000,000 to $335,000,000.

This alone, he said, has brought agency problems through shortage of trained personnel and of capital to finance growth. He predicted that there will be a trend in the future to larger agencies, more vigorous solicitation of business and greater need of capital. He noted that although recent agreements have tended to confirm the established commission system, there are many variations beginning to appear around the edges. #

Regie International Named

Regie International, New York, has been named U.S. advertising representative for Vogel Verlag, German publisher of business magazines.

Last Minute News Flashes

Bricker Joins Foremost as Marketing VP

SAN FRANCISCO, April 28—John L. Bricker, formerly corporate marketing vp of Colgate-Palmolive Co., New York (AA, March 13), reportedly will join Foremost Dairies May 1 as vp and director of marketing, a new post. Mr. Bricker at one time was head of Outdoor Advertising Inc.

Hirschberg Heads Doner in N. Y. as Garfield Leaves

NEW YORK, April 28—Sanford L. (Sandy) Hirschberg, exec vp of W. B. Doner & Co., New York, has been promoted to president, succeeding Sidney Garfield, who resigned earlier this week to join Rockmore Co. as chairman of the executive committee, a newly created job.

Grimm Moves to C-P from Sterling Drug Unit

NEW YORK, April 28—John E. Grimm III, former director of marketing of the Glenbrook Laboratories division and a vp of Sterling Drug, will join Colgate-Palmolive Co. in a top advertising-marketing post. He will not be replaced at Sterling.

Bates Suffers Lehn & Fink Loss; Other Late News

• **Lehn & Fink** division of Lehn & Fink Products Corp., New York, and Ted Bates & Co. have called it quits after eight months. Involved are some $500,000 in billings for Stri-Dex, Noreen, Hinds Honey & Almond cream, Lysette and Young Look cosmetics. Bates said the business conflicted with new products planned by other clients.

• **Charles Boland**, at one time radio-tv director at Parkson Advertising, has joined Dictograph Products, Danbury, Conn., maker of communications systems and Acousticon hearing aids, as corporate advertising director and sales promotion manager. Previously he was with McCann-Erickson, the old Biow Co., and Benton & Bowles. Earlier the company had announced it was moving its Acousticon division to Charles W. Hoyt Co., its 14th agency switch in 12 years. The intercom division remains at Wexton Co.

• **CBS-TV** and **Oldsmobile** have convinced Garry Moore he can sell Oldsmobiles in September, after having sold Plymouths in June (AA, April 24). Mr. Moore said he agreed to accept Olds as alternate sponsor, replacing Plymouth, after it was pointed out that Plymouth's principal competitors are Ford and Chevrolet, while Oldsmobile aims at a different market.

• **Gulf Oil Corp.,** Pittsburgh, has named Erwin Wasey, Ruthrauff & Ryan, Pittsburgh, to develop an advertising and merchandising program for Gulf petroleum specialty products. The oil specialties were previously handled—on a small scale—by Young & Rubicam, which has the bulk of the Gulf account.

• **John J. P. Odell** has resigned as vp, marketing of Keyes, Madden & Jones, Chicago, and will join Roche, Rickerd & Cleary May 1 as vp and director of marketing—a new position. No successor has been named by KM&J.

• **Washington State Apple Commission's** proposal that state apple growers increase from 5¢ to 6¢ per box the assessment for advertising will be put to a referendum vote in June. The increase would boost revenue by about $225,000 a year and bring the promotional body's expenditure to about $1,350,000 in an average year. Cole & Weber, Seattle, is the agency.

• **M. Carl Johnson,** vp and management services director of McCann-Erickson, New York, has been assigned to Tokyo as managing director of McCann-Erickson-Hakuhodo *(for other news of the agency, see Page 94)*.

• **L. E. (Dusty) Miller,** who resigned as a vp and a director of J. M. Mathes Inc. last November, has joined Ted Bates & Co., New York, as an account supervisor. Prior to joining Mathes he was senior vp at Lennen & Newell.

• **House committee on interstate and foreign commerce** has approved a tourism promotion plan which authorizes a $4,700,000-a-year expenditure. During its first year, the program would be held to $3,000,000, then increased. About half of the money would be spent for ads in overseas markets.

• **E. A. (Pete) Lindsay** has resigned as director of marketing services of Fuller & Smith & Ross, Chicago, to set up E. A. Lindsay & Associates, marketing counsel, 230 N. Michigan Ave.

• **J. Walter Thompson Co.,** Detroit, said today it will continue to handle the Champion spark plug account, despite Ford Motor Co.'s acquisition of Autolite trade name and distribution rights (AA, April 17). Presumably, this means Thompson will give up Ford's new Motorcraft division, which will handle Autolite. There is speculation that the Motorcraft account, with its healthy Autolite billings (estimated at about $3,000,000), will go to one of Ford's other agencies, Meldrum & Fewsmith (tractor and implement division) or Kenyon & Eckhardt (Lincoln-Mercury). Batten, Barton, Durstine & Osborn currently handles Autolite advertising.

• **McCall's,** effective with its October issue, will boost its one-time b&w page rate from $28,600 to $33,950, and its four-color page from $34,100 to $40,600. Rates will be based on a 7,000,000 circulation.

• **Braddock Greene,** assistant advertising director of National Distillers Products Co., New York, has been named to succeed Alynn Shilling, vp and director of advertising, who retired today (April 28). Mr. Greene will have the title of director of advertising.

• **Dow Chemical Co.,** Midland, Mich., is test marketing Pinkies disposable gloves made of pink polyethylene film, in six markets—Austin, Birmingham, Duluth, Little Rock, Spokane and Syracuse. The test, using newspapers and local tv, began April 9. Pinkies, which sell in a box of three pairs for 29¢, are being sold in supermarkets and groceries. No date has been set for national distribution. MacManus, John & Adams is the agency.

• **John G. Hoagland,** vp and associate broadcast director of Ogilvy, Benson & Mather, New York, has been promoted to vp and broadcast director succeeding Hendrik (Hank) Booraem Jr., who resigned in March.

• **General Insurance Co. of America,** Seattle, has moved its advertising from Cole & Weber, Seattle, to Lennen & Newell, New York.

License Admen for Respectability, Chambliss Urges

LOS ANGELES, April 27—Once again the specter of the licensing of advertising has reared its head.

Late last year, Sydney R. Nemarow, president, Nemarow Advertising Agency, New York, managed to raise a howl from many admen with a proposal that ad and pr men be allowed to practice only after state licensing boards had qualified them (AA, Dec. 26, '60). Now, William Chambliss, director of communications, Space Technology Laboratories, has made a similar proposal in a talk before the Advertising Copywriters of Los Angeles.

■ Mr. Chambliss suggested that regulatory boards could raise advertising and "mass communications" to the level of a recognized profession, while at the same time keeping undesirables out of the business.

"Hostile outsiders are close to restricting mass communicators now," said Mr. Chambliss, "so we must establish our own rules of conduct before they do it for us.

"A profession," he continued, "has three qualities: A body of learning, a body of literature and an enforceable code of conduct. We are shy of the last quality.

■ "Even admen look with dismay at some members of their group today," said Mr. Chambliss. "They recognize that there are no enforceable standards governing this activity which should be but, regrettably, is not a profession. How can we ask the business community to respect a group which has failed to achieve the status of a profession governed by recognizable and enforceable criteria of education and ethics?"

Once the ad profession is cloaked in a mantle of respectability via state licensing, Mr. Chambliss continued, there would be new respect and solidity between the client and the adman and agency. "We would have earned our right to practice our profession—just as the doctor and lawyer earn the right to practice theirs," Mr. Chambliss concluded. "What client wouldn't take us more seriously then?" #

CBS-TV Signs 2-Year Contract with N.F.L.

NEW YORK, April 26—CBS-TV, New York, has signed a two-year contract with the National Football League whereby it will pay the 14-team professional league $4,650,000 annually to broadcast its entire 98-game regular season schedule, starting next fall.

The network will televise seven games each weekend on a regional basis, with each league city receiving coverage of its away games. Previously CBS negotiated with the teams individually, having carried 70 games of the regular season in 1960.

Last year, when the league had 13 clubs, 10 had contracts with CBS and two with National Broadcasting Co. #

AANR Elects Pitzer

New national officers have been elected by the American Assn. of Newspaper Representatives: Fred W. Pitzer, vp and national sales manager of Jann & Kelley, New York, president; John E. Rohde, vp and Chicago sales manager of Katz Agency, vp; A. J. Engelhardt, vp of Branham Co., Chicago, treasurer; and Robert F. Jobson, New York sales manager of Sawyer, Ferguson, Walker Co., secretary.

Moroney
Decherd
Dealey
Friendly
Chandler
Hoyt
Buchheit
Struby
Rice

ANPA ACTIVITY—*Swapping topics at the convention of the American Newspaper Publishers Assn. in New York were James M. Moroney Jr., H. Ben Decherd Jr. and Joseph M. Dealey, all of the Dallas News; Edwin S. Friendly, Westchester County Publishers, White Plains, N.Y.; Norman Chandler, Times-Mirror Co., Los Angeles; Palmer Hoyt, Denver Post; Phil Buchheit, Herald & Journal, Spartanburg, S.C.; Bert Struby, News & Telegraph, Macon, Ga.; and Pat H. Rice Jr., Chronicle & Herald, Augusta, Ga.*

Discounts Are 'Rate Jungle,' ANPA Is Told

(Continued from Page 1)

are rising and profits are tight—the same old story as last year. But now, advertising is down, and we've been forced to become 'let's-go-get-'em guys'."

■ It appeared that publishers are seizing discount plans—notably bulk and Continuity-Impact-Discount combinations—to shake national money loose. "Sooner or later every major paper in the country will have a plan," said one executive.

ANPA Meeting

Thus far, it seems larger newspapers are setting the discount pace, with smaller ones "sticking it out" until they see how the big boys fare.

At a Bureau of Advertising session, Charles T. Lipscomb Jr., BofA president, reported "outstanding success" in securing more newspaper linage. In 1960, BofA made 30 presentations to specific "target accounts," and asked for ad programs totaling $40,000,000. The bureau made 13 sales.

■ In addition, 123 "national sales force" teams have set their sights on another $200,000,000 in linage via 100 additional presentations (15 were near completion today) aimed at Alcoa; Auto-lite; B. C. headache remedy; Narragansett beer; Morton salt; and Phillips Petroleum; and other advertisers.

The bureau, meanwhile, plans to pitch for GE products; Kraft Foods; Purex soap; and Wrigley's gum (where use of all dailies in the U.S. will be recommended). The bureau said 80% of its $2,250,000 budget is directed at selling. It indicated, however, that its "operating costs are going up, while national advertising—and bureau membership—has declined."

Palmer Hoyt, BofA board member and publisher of the *Denver Post*, said it was "hard to believe that some publishers are unaware they are eating at a free lunch counter. If they are aware, they are very clever, indeed."

■ Russ Stewart, bureau chairman and exec vp of the *Chicago Sun-Times* and *Daily News*, said, "Newspapers are very much alive, and I think more and more advertisers and agencies know this than ever before. We're beginning to regain the reputation of being a selling medium—and that's the kind of reputation we want to have.

"However," Mr. Stewart noted, "while we're still far ahead in over-all volume, we're getting a smaller and smaller share of national ad dollars. This is problem No. 1, and this is where the bureau has been concentrating its time, money, effort and manpower."

It distributed 493 film strips, newspaper mats to 700 participating papers, handled mailings to 79 retail and 122 national industries, and distributed 175,097 retail and 108,566 national BofA reprints.

■ Convention darling of the BofA was Shell Oil Co. and its highly-touted $13,000,000 all-newspaper campaign via Ogilvy, Benson & Mather. The bureau presented the first copy of its comprehensive "Operation Friendship" merchandising kit, based on Shell's campaign, to David Ogilvy, OB&M president (who said that "some others at Shell do not yet universally share my evangelical belief in newspapers as a medium").

Mr. Ogilvy reemphasized a feature of BofA-inspired research of the Shell series by saying, "There is no substitute for personal contact at the publisher level, with division and district sales managers of a client's organization." According to the bureau, 390,000 lines of OB&M-placed space in one Shell area prompted 266,000 additional lines paid for by Shell dealers and jobbers.

■ The bureau said it embarked on a study that will, "for the first time, measure the full dimensions of newspapers as a national medium—the way people read them and the part papers play in their buying decisions." The BofA has already researched consumer reactions to the recent Crest campaign; Pillsbury "bake-offs"; Chrysler preprints; and others, and presented other data to seven auto makers and eight agencies.

The BofA report followed an address by Mark Ferree, exec vp of Scripps Howard Newspapers and ANPA president, in which he said that "newspapers recognize the necessity of constant reappraisal of their purpose and position."

■ He outlined 28 newspaper contributions in 1960 in the realms of health, welfare and vigilance over government, adding, "not the least of newspapers' service to the public is the fact that, in 1960, $7,500,000 in false and misleading advertising was refused for publication."

Also on the ad side, Mr. Ferree said that last year U.S. and Canadian advertisers spent an estimated $4 billion in newspaper ads—an increase of 3% or $100,000,000 over 1959.

While publishing costs have risen sharply, he said, "most newspapers have managed to offset these increased costs with increased revenues. Unfortunately, this is not true of all," Mr. Ferree recalled.

He listed changes during the year: Seven suspensions; 22 new dailies; and 14 mergers or switches from daily to weekly or semi-weekly, thus boosting the 1961 total by one newspaper to 846 ANPA member newspapers. These papers represent 91% of U.S. daily circulation and 58% in Canada. Nearly half of ANPA members had circulation less than 25,000; three-fourths were below 50,000.

■ "There are 505 dailies selling for 7¢ a copy," Mr. Ferree said. "In 1959 there were 483. There are 222 papers at 10¢ against only 162 in 1959; many Sunday papers have found it necessary to raise prices," he added.

A bright spot in Mr. Ferree's talk was r.o.p. color: It racked up 178,000,000 lines in 1960, a gain of 16% over 1959. At the same time, U.S. newsprint consumption climbed 4% to a record 7,400,000 tons while its prices have "held steady."

Last year U.S. and Canadian readers spent $1.719 billion for their Sunday and daily papers, Mr. Ferree pointed out.

■ High points of some other ANPA speeches:

- "I don't believe we are being hammered to our threadbare knees by Huntley and Brinkley . . . We don't need defenders in this business; we need some sluggers," said Felix R. McKnight, vp of *The Dallas Times Herald*.
- "We almost stand on our hands if we think we can get 100% of an advertiser's budget into newspapers: To date, we've had 1,369 advertisers to 390 noon luncheons in our 'top level room'," declared Warren McClure of the *Free Press*, Burlington, Vt.
- "Newspaper executives have been critical of the lack of adequate expenditures for research," said Joyce A. Swan, exec vp of the *Minneapolis Star & Tribune*, and chairman of ANPA's newspaper information service.

According to Mr. Swan, ANPA research covering 30% of U.S. daily circulation showed that: (1) papers and related organizations spent $40,000,000 on research between 1956 and 1960—but the 1960 figure alone was $11,000,000, indicating an upward trend (the 1960 BofA research figure was listed as $455,000); (2) of 217 papers polled, ad departments accounted for $10,024,394 in research for the 1956-'60 period. The 1960 figure was $2,506,626.

■ In a session for papers with circulations below 15,000, national discounts went practically undiscussed, but optimism prevailed. "Circulations and ad linage are up," said Dolph C. Simons Jr., associate publisher of the *Journal-World*, Lawrence, Kan. Privately, some smaller papers disagreed with this rosy ad view, saying that automotive drops, in particular, had hurt the over-all picture, which was definitely down.

"Getting national ad dollars is our problem—a tough one—but we can't rely on anyone else. Yet, we see a big trend to 'one paper' families; and smaller papers have started to 'pick into' circulations of big metropolitan dailies," Mr. Simons said.

"We expect to sell our newspapers' 'feelings of believability,' and there's another advantage: Smaller papers can switch to new modern equipment, and offer better quality—including color—easier than the big papers," Mr. Simons said.

■ In the 15,000-50,000 group, there was "plenty of discussion, but we're all waiting to see how the big metropolitan papers make out with discounts." Those in the group hadn't offered new rate plans long enough to gauge results, said George Cowden of the *Citizen Patriot*, Jackson, Mich., co-chairman of this contingent's session.

"Bulk appears more equitable and fairer to all papers. An advertiser can order 'X' number of lines regardless of frequency," Mr. Cowden said.

■ Another member of the group said that "no one was anti-discount, but you won't see them all switch during my lifetime."

The reason papers boosted line rates at the same time they installed new discounts was because they can't afford to reduce their net earnings. From talking with 15,000-50,000 circulation publishers, this member concluded that discount contracts placed by advertisers tended to be conservative—around 5,000 or 10,000 lines or so. He foresaw a narrowing of the national-retail rate disparity, with "retail inching up a little more."

The group was reportedly enthusiastic about Hi-Fi roll-fed preprints. About a third of them had used, or intended to use, the "wallpaper" designs. Most users had been charging the b&w rate. Some made allowances on newsprint, but made it up in "stuffing charges."

■ At the 50,000-and-above circulation session, Bert Struby of the *News & Telegraph*, Macon, Ga., said that many papers reported "substantial linage and frequency contracts" as a result of national discount incentives. These had "stayed the linage losses considerably" in the "sorry national ad picture" of the past six months.

Discount interest was described as very strong among bigger dailies. "We also want to correct the misapprehension by agencies and advertisers that newspapers are difficult to buy. When they talk about 'wide diversity of rates'—look at tv spots," Mr. Struby urged.

Rate-wise, "newspapers want programs which are fair and equitable to local communities and national advertisers," he said.

■ At its Wednesday session, the ANPA federal laws committee said it "objected strenuously" to the "regulatory definition" of a newspaper posted by Internal Revenue Service in connection with legal media limitations on manufacturers' local, deductible advertising costs.

The association also was strongly in support of the tax deductibility measures introduced by Rep. Hale Boggs (D., La.) and others, which would overturn an IRS ruling disallowing certain institutional ad expenses.

These bills—which, ANPA said, have a "good chance of passing"—would permit wide tax deduction leeway on ad expenses tied to the "support, opposition, or influence" of federal or state legislative moves, short of political campaign intervention.

■ A complaint filed by the Federal Trade Commission against a New York department store [S. Klein] for "false and misleading ad claims in interstate-circulated newspapers (AA, May 30, '60) suggested to the ANPA that "the FTC intends to police local advertising."

In the postal area, the ANPA again delivered its we-don't-want-subsidies statement and asserted that its wisdom "was never more evident than in the present controversy": Legislation sent to Congress by Postmaster General J. Edward Day, which would boost second class newspaper and magazine rates by (1) 1.5¢ a copy on top of zone rates, and (2) within county of publication, by 1.5¢ per lb., plus .25¢ a copy.

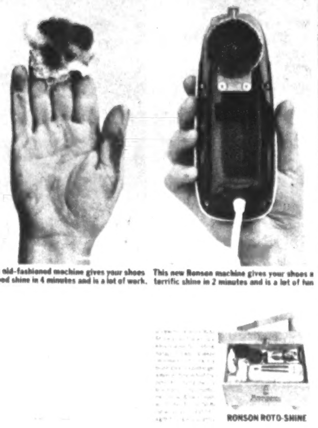
■ ANPA's credit ledger showed that in 1960 the group received reports on approximately 2,000 advertising agencies and advertisers; handled more than 2,600 inquiries via letter, phone, and wire; got 700 claims for collection; and collected $59,567 for its members.

There were 1,061 agencies with ANPA credit ratings—12 fewer than a year ago—with 48 names having been added and 63 removed.

In a special standing committee report, the ANPA said that 1960 was a "good labor year," with the strike total shrinking to ten (five were settled) against 14 dailies, versus 38 against 59 dailies the year previous.

■ At the Thursday ANPA session, the association reelected its present officers to another one-year term: Mr. Ferree, president; Irwin Maier of the *Milwaukee Journal*, vp; James S. Copley of the *San Diego Union & Tribune*, secretary, J. Hale Steinman of the *Intelligencer Journal & New Era*, Lancaster, Pa., secretary. Six other members of the board of directors also were reelected.

The bureau reelected Mr. Stewart to a second one-year term as chairman; Jack Tarver of the *Atlanta Journal & Constitution*, as vice-chairman, and Harold G. Kern of Hearst Newspapers, treasurer. #


This old-fashioned machine gives your shoes a good shine in 4 minutes and is a lot of work.

This new Ronson machine gives your shoes a terrific shine in 2 minutes and is a lot of fun

RONSON ROTO-SHINE

CLEAN FUN—*Ronson promotes its Roto-Shine electric shoe polisher with this b&w page in June issues of Look, The New Yorker, Playboy and the New York Times Magazine. Papert, Koenig, Lois Inc. is the agency.*

Campbell-Ewald Names Johnson Head of New Int'l Unit

DETROIT, April 26—Campbell-Ewald, with its eye on future expansion, has set up an international advertising department under the direction of Monte Johnson, former account supervisor at Robert Otto & Co. The new operation will be based in the agency's New York office.

Monte Johnson

The move caused speculation that C-E might have a major new account up its sleeve. Currently, the only overseas billings at the agency are the Pacific Area Travel Assn. and the New Zealand Travel Assn., both in the San Francisco office. The only other account with an international flavor is Swissair, but the billings are entirely within the U.S.

■ C-E president Thomas B. Adams, in announcing the new department, said that added agency responsibilities from "present and future clients" in the international field prompted the move.

Mr. Johnson was with Otto for the past six years, and he has worked in international advertising and marketing since 1947. He also was a faculty member at the Minneapolis Art Institute and Pratt Institute.

"Our studies convinced us the job couldn't be done satisfactorily by half-way measures," Mr. Adams commented. "We wanted a full-time, experienced international staff and feel fortunate to have obtained the services of Mr. Johnson." #

WRBL Sets 'Realistic' Single-Rate Card

COLUMBUS, GA., April 25—WRBL, Columbus radio station, has issued a new single rate card with rates effective immediately. Local and national rates will be the same on frequency schedules for programs, minute and 30-second announcements and on two saturation plans. National rates have been adjusted downward, Geo. P. Hollingbery Co., the representative, said.

■ There will be no AA, A, B and other time classifications, and all programs and announcements will be sold on a definite placement basis except on the r.o.s. (run of schedule) saturation plan, J. W. Woodruff Jr., president of Columbus Broadcasting Co., said.

The new rate, called "more realistic for all advertisers," by Mr. Woodruff, assures advertisers that their rate is never higher than that of others buying the same schedule, he said. The station also promised a minimum of 15 minutes between competitive announcements and no triple spotting.

Advertisers carrying a schedule on the 5kw WRBL will receive a duplication "bonus" over WRBL-FM, its 25kw fm sister, at the station's option, the company said. #

Canadian Dailies' Ads Up

Advertising revenues of daily newspapers in Canada in 1959 rose to $166,316,235 from $152,536,489 in 1958, according to figures just released by the Dominion Bureau of Statistics. At the same time, total revenues climbed to $225,445,967 from $207,584,197. The compilation was reported by *Editor & Publisher*.

Maine's BIG "MISSILE"

The NNCCM "missile" is our new National Newspaper Cumulative County Market study. It portrays an enlightening new concept of market-media evaluation.

Make the greatest impact on your Maine Sales Target with schedules addressed to our **75,000 ABC** families. Here's a most-powerful single-paper buy. The NEWS effectively covers better than ⅓ of the State's Income and Retail Sales potential.

Get the facts. Ask for NNCCM today!

MAINE'S LARGEST DAILY NEWSPAPER

The Bangor Daily News

Represented by Johnson, Kent, Gavin & Sinding, Inc.

WQXR wins George Foster Peabody Award, broadcasting's highest honor, for its musical "specials" and its "total programming of music ...of the highest order"

In its 25th year as America's number one good music station, WQXR has been awarded for the second time the highest honor in radio and television—the George Foster Peabody Award for distinguished achievement in broadcasting. It is also the first Peabody award for radio entertainment made since 1956.

In citing WQXR, the Peabody judges said:

"During 1960 the line 'For 25 years America's Number One Good Music Station' was more than a slogan in the case of WQXR. Its 'musical spectaculars' and its total programming of music were indeed of a high order. In recognition, this station has again been chosen for a Peabody award, the first having been presented in 1949."

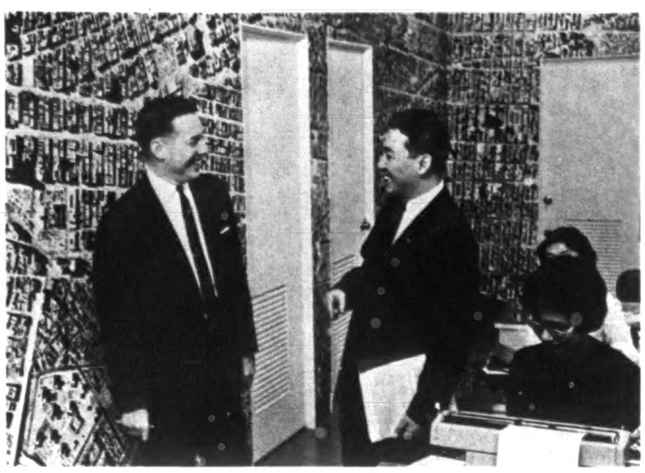
• • •

Twelve years ago when they first cited WQXR, the Peabody judges said that "no station anywhere has devoted more time or more intelligent presentation to *good* music than has WQXR." This year's award reaffirms this judgment. And it underscores what nearly 400 advertisers know full well: that WQXR's fine music compels attentive listening and active response among 1,250,000 families who consider WQXR their finest and most consistent source of good music.

Radio station of The New York Times

WQXR

1560 AM 96.3 FM



GRIMES IN TOKYO—*Enjoying a joke are Arthur L. Grimes and Hirochika Seki, shown in the new Tokyo office of McCann-Erickson-Hakuhodo, which features a wall map of the island of Manhattan. Mr. Grimes, an international troubleshooter for McCann, has just been reassigned from Australia to Japan. Previously, he was with McCann-Erickson Corp. (International) in New York.*

Dentsu Talks Nationalism in Hitting McCann-Hakuhodo; 'It's War': Grimes

Control of Japanese Consumption Is Control of Asia, Says Yoshida

NEW YORK, April 25—McCann-Erickson's entry into Japan has touched off a fierce struggle between Dentsu Advertising and Hakuhodo Inc., the two largest Japanese agencies.

The agency business on Madison Ave. is supposed to be competitive, but it apparently pales beside the rivalry now existing in Tokyo.

McCann-Erickson moved into Japan this year in alliance with Hakuhodo, the two joining forces to create a third agency, McCann-Erickson-Hakuhodo Inc.

Dentsu, whose billings of $148,000,000 are nearly four times those of Hakuhodo, has responded to this challenge with a nationalistic appeal to its staff and to Japanese business men to repel this American invasion.

Hakuhodo is fighting back by trying to project itself as a modern, forward-looking agency which puts the stress on youth and creativity.

■ The Dentsu-Hakuhodo battle was confirmed here last week by principals of the two shops.

Hideo Yoshida, president of Dentsu, was here to accept the "Man of the Year" award from the International Advertising Assn., and he told ADVERTISING AGE that the Hakuhodo-McCann deal has caused a good deal of resentment among Japanese advertisers and agencies.

Hirochika Seki, 30-year-old exec vp of Hakuhodo and president of McCann-Erickson-Hakuhodo, told AA that Dentsu has pulled out all the stops in an effort to undermine Hakuhodo.

Arthur L. Grimes, exec vp of McCann-Erickson Corp. (International), who spearheaded the successful McCann entry in Australia, has been reassigned to Tokyo for similar duty with McCann-Erickson-Hakuhodo.

■ Mr. Seki reported that when Mr. Grimes arrived in Tokyo he was informed that the battle was likely to be warm. Mr. Seki said Mr. Grimes shrugged his shoulders and commented that the agency business in New York and Sydney is also competitive. "However," Mr. Seki added, "after Mr. Grimes was in Tokyo for a few months and saw what was going on, he said, 'You know, this is war.' "

As proof of the "war," Mr. Seki produced translations of recent articles from the Japanese business press. One article, headlined "A Decisive Battle of Advertising," quoted extensively from a "confidential" bulletin issued by Mr. Yoshida to Dentsu staffers.

In this bulletin Mr. Yoshida said Dentsu was offered the McCann deal before Hakuhodo and turned it down because of national pride. Urging his staff to redouble its efforts, Mr. Yoshida added:

■ "It is a watchword among American industries that once they can control the Japanese consumption market, they also can control Asia. As its very first line soldier, McCann came ashore in Japan. Dentsu will positively drive them back at the shore before they actually land, and we will be the soldier in the front line for the purpose of launching Japanese goods in the U.S. and Southeast Asia.

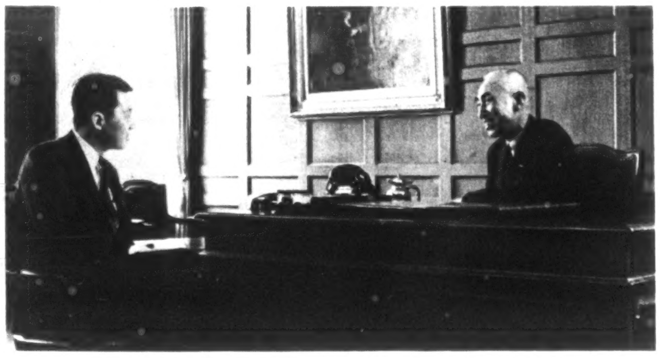
Hideo Yoshida

"For this reason, we must learn any strong points that McCann-Erickson-Hakuhodo has. As a Japanese agency, Dentsu could not agree with the principles of the contract McCann-Erickson submitted to us. Accordingly, we declined. However, it should be important to note—for ourselves as well as for Japanese advertising and industry circles—that Dentsu now has a goal for the future."

■ The magazine also quoted Mr. Yoshida as saying:

"We are considering hoisting a Japanese flag next to Dentsu's flag on the roof of our building in the near future. We are Japanese, aren't we? When you walk in New York, department stores are hoisting the Stars & Stripes 24 hours a day. How can we be a soldier in the front line without cherishing our own land, without loving our own people?"

■ Mr. Seki, who is the grandson of the founder of Hakuhodo and the son of the current president, shows a youthful readiness to do battle with Dentsu. He has predicted in the Japanese business press that Hakuhodo, with the knowledge gained from the McCann linkup, will be able to overtake Dentsu within five years.



FATHER & SON—*Hironobu Seki, president of Hakuhodo, talks with his son, Hirochika, exec vp of Hakuhodo and president of McCann-Erickson-Hakuhodo.*

Hakuhodo billed $40,000,000 in 1960, including capitalized fees, and Mr. Seki reported that the agency is currently billing at the rate of $50,000,000 a year.

"I do things completely different from Mr. Yoshida," he told AA. "He plays golf; I play tennis. He entertains visitors at geisha parties, I entertain them informally in my home."

Mr. Seki pointed out that Hakuhodo is in the advantageous position of being "the chaser," while Dentsu is "the one who is chased." He also claimed youth as an edge, noting that the average age of the Hakuhodo staffer is 28.

Mr. Seki, who is a pilot, decided to enter advertising only after going to the U.S. on his honeymoon and attending advertising classes conducted by Roger Barton at Columbia University.

■ The Dentsu-Hakuhodo battle is being played out against an advertising industry that is still in a transition stage. There are some 3,000 agencies operating in Japan but only some 50 can qualify as full-service shops. It is still common for large Japanese advertisers to divide their accounts along media lines—that is, assign one agency to handle advertising in one group of newspapers while another agency gets the account for other newspapers.

McCann-Erickson-Hakuhodo is currently occupying quarters in the Hakuhodo building in Tokyo, but Mr. Seki said the agency will move to its own offices by next year. It has a staff of 20 and one of its first accounts is Coca-Cola.

■ Dentsu executives attending IAA convention here last week said that previous announcements made it appear that one of the prime reasons McCann opened in Tokyo was to service Coca-Cola.

They claimed, however, that Coca-Cola settled on McCann-Hakuhodo as a second choice. They said Coke originally wanted Dentsu as its Japanese agency, but they explained that Dentsu could not take this business because one of its major clients, a liquor company, has the Royal Crown franchise for Japan.

They also reported triumphantly that Dentsu has just been named to handle new business in Japan for Standard-Vacuum Oil Co., subsidiary of Standard Oil Co. of New Jersey, a McCann client everywhere else in the world. #

WINNER—*Hideo Yoshida, left, president, Dentsu Advertising, Tokyo, is shown as he presented the Dentsu grand advertising prize last summer to Konosuke Matsushita, president, Matsushita Electric Industrial Co., for a three dimensional lighted spectacular.*

U of I Seeks Data on Economic Concepts for High School Use

The University of Illinois' Center for Economic Education, Urbana, is collecting and classifying existing materials on economic concepts which are adaptable for use in high schools. The collection is being conducted under a research grant from the Committee for Economic Development, as part of an integrated multi-stage program, in cooperation with the American Economic Assn. and the Joint Council on Economic Education for the improvement of economics teaching in high schools. Spearheading the program is the National Task Force on Economic Education, appointed by the AEA and sponsored by CED.

A committee of eight economists and educators will meet in June at Dartmouth College, Hanover, N. H., to select the most useful materials for teaching economic concepts at the high school level. University of Illinois Center asks that any organization wishing to send material which is within the intellectual range of high school students, although not necessarily specifically designed for that purpose, send two copies of each item by May 20 to University of Illinois, Economic Education Materials Collection, 1207 W. Oregon, Urbana, Ill.

F&S&R Adds American Surety

Fuller & Smith & Ross, New York, has been named to handle advertising for American Surety & Pacific National Fire Insurance Companies, subsidiaries of Trans-America Corp. The previous agency was Albert Frank-Guenther Law, New York.

Jones Joins WHB

Charles E. Jones has joined WHB, Kansas City, as general sales manager. Mr. Jones was formerly administrative vp of sales and client service of Potts-Woodbury, Kansas City.

Rating Reports Cause TV's Frenetic Rate Changes: Denenholz

NEW YORK, April 26—Advertisers' and agencies' obsession with cost-per-thousand variances is the underlying cause of television's complicated rate structure, Daniel Denenholz, vp, Katz Agency, media representative, said here today.

Mr. Denenholz, who spoke before the Advertising Agencies Financial Management Group, cited a number of other factors contributing to the problem. Among them: Agency requests for announcement rates ranging from two seconds to two full minutes; time classification differentials reflecting viewing peaks and valleys; changing patterns of discount structures with the introduction of special plans and pre-emptible rates; problems created by combinability provisions involving low cost station breaks or special plan spots; and difficulties arising from rate protection guarantees.

■ "There appears to be a direct relationship between the frequency of rating reports and the frequency of rate revisions," Mr. Denenholz said. "If there were only one rating report per market per year, many of our rate complications would disappear. But today we get anywhere from two to 12 reports per year, depending on size of market.

"The issuance of each report is followed by immediate re-evaluation. Stations study the appeal of their programs. They sharpen their pencils to re-evaluate their rates in terms of the audience delivered. There are powwows with program director and station manager, consultation with their station representative. Advertisers and agencies re-evaluate the cost efficiency of their television buys. Cost-per-thousand figures are minutely analyzed and, if the CPM goes up, unless there are immediate rate revisions or improvements in schedule, immediate cancelations follow."

■ All this, it was indicated, starts a chain reaction of rate adjustments to meet the competition. Mr. Denenholz lamented the fact that agencies, advertisers and stations place too much emphasis on report-to-report cost-per-thousand variances—a condition that is not likely to change.

On the affirmative side, the Katz Agency executive suggested that minor improvements, such as those being pushed by his company, can be made to help minimize the confusion. Proposed "steps in the right direction." Stating rates in even dollars; computing discounted rates instead of showing discounts as percentages; designing a simplified and uniform arrangement in format and sequence; spelling out all conditions; and careful editing to cut down on the wordage. #

Aylin to Open Harlingen Office

Aylin Advertising Agency, Houston, will open a new office in Harlingen, Tex., about May 15. Michael B. O'Neill, presently an account executive in the San Antonio office, has been named to manage the new office. Aylin, which handles 90 accounts, expects its billings to pass the $2,000,000 mark by the end of 1961.

March Newsprint Use Dips

Estimated U.S. newsprint consumption in March was 625,449 tons, compared with a record 626,480 tons in the same month last year. In the first three months of 1961, newsprint users consumed 1,711,857 tons, compared with 1,757,219 tons the year before.

Victor Sifton, 64, 'Winnipeg Free Press' Publisher, Is Dead

WINNIPEG, April 25—Victor Sifton, 64, editor and publisher of the *Winnipeg Free Press*, died here April 21. The son of Sir Clifford Sifton, publisher and political figure, Mr. Sifton became president of the family-owned *Regina Leader-Post* and the *Saskatoon Star-Phoenix* in 1928. In 1935 he was named general manager of the Winnipeg daily. Nine years later he became president and publisher.

Mr. Sifton, a power in Canadian radio, disposed of his holdings in that medium in 1954. His interests included stations in Regina and Winnipeg.

HERMAN L. WENTE

LIVERMORE, CAL., April 25—Herman L. Wente, 68, one of California's leading wine industry executives, died in Boston on April 17 after surgery. He was vp and general manager of Wente Brothers Wines here and had served four terms as president of the state's Wine Advisory Board and four terms as president of the Wine Institute.

Among survivors are his brothers: Ernest, president of the wine company; and Carl, chairman of the executive committee of the Bank of America in San Francisco. The brothers were sons of Carl Herman and Barbara T. Wente, German immigrants who settled in the Livermore valley in 1883.

ANTHONY DON GARRA

CHICAGO, April 25—Anthony Don Garra, 45, account executive of Advertising Co. of America, Chicago, died April 11. He had been with the agency about four years and had also handled its radio and tv activities, including the "Little Stars" amateur show. Before joining the agency, he had been an account executive of Gourfain-Loeff, Chicago, for three years. Prior to embarking on his advertising career he had been a concert violinist.

HAROLD S. RAAB

LAURELTON, N.Y., April 26—Harold S. Raab, 45, executive secretary of the Trading Stamp Institute of America, died of cancer Sunday in Long Island Jewish Hospital.

Mr. Raab, who was also a partner in the law firm of Patt & Heimowitz and corporation counsel and district sales manager of the World Green Stamp Co., was considered one of the best informed men on the trading stamp industry in the U.S.

JOSEPH P. BROWN

ROCHESTER, April 25—Joseph P. Brown, 60, exec vp and director of Hart-Conway Co., Rochester agency, died April 19.

He began his advertising career in 1922 in the advertising department of the old *Rochester Herald*. From 1927 to 1930 he was a member of the advertising staff of the *Democrat & Chronicle*, and from 1930 to 1937, he was national advertising manager of the old *Rochester Journal-American*.

Mr. Brown had been a member of the Hart-Conway agency since 1937. ≠

Metropolitan Appoints 3

George Finnegan has been promoted from general sales manager to general manager of WTVH, Metropolitan Broadcasting Co. tv station in Peoria, Ill. John H. Bone, formerly commercial manager of WVUE, New Orleans, has been appointed general manager of WTVP, Metropolitan's tv station in Decatur, Ill. Clyde Dutton has been promoted from a sales executive to sales manager of WTVH.

Mueller to Join Borg-Warner as Director of Advertising

Douglas Mueller

Douglas Mueller will join the Borg - Warner Corp., Chicago, on May 16 as director of public relations and advertising.

Mr. Mueller, who will succeed the late Donn Sutton, is currently director of merchandising and public relations of Seiberling Rubber Co., Akron, O.

Metropolitan Sets Drive

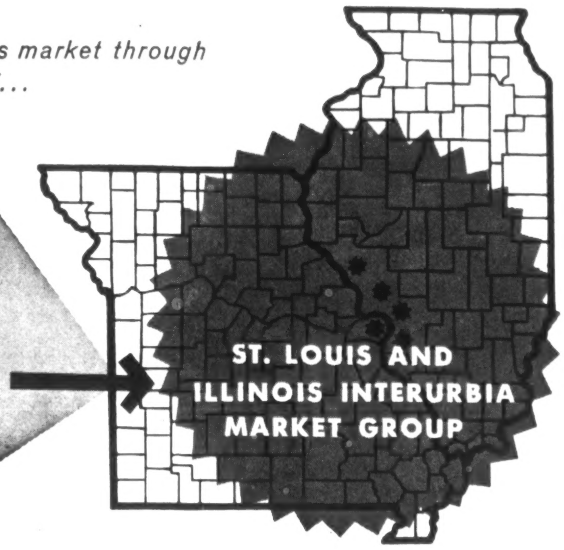
Metropolitan Life Insurance Co., New York, has scheduled the largest newspaper campaign in its history to announce its new family security checkup program. Ads will appear in newspapers in 655 markets from May 1 to June 19. Young & Rubicam is the agency.

Sell the entire Greater St. Louis market through the unduplicated circulation of...

5 KEY EVENING NEWSPAPERS...

- St. Louis Post-Dispatch
- East St. Louis Journal
- Quincy Herald-Whig
- Alton Evening Telegraph
- Southern Illinoisan
  (Carbondale, Herrin, Murphysboro)

For further information about the St. Louis and Illinois Interurbia Market . . . write, wire, or call the advertising manager of any of the newspapers in the group.

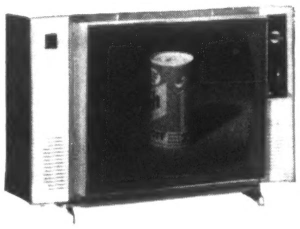


NOW FOOD ADVERTISERS GET DOUBLE EXPOSURE!

Only WHO-TV offers food advertisers television coverage of more than half of Iowa's counties, *plus* personal point-of-sale merchandising assistance.

WHO-TV's new feature merchandising services reach high traffic food stores in towns of 5,000 or over in 23 heavily-populated counties. These outstanding WHO-TV services include:

- **360 STORE CALLS (MINIMUM)**—Workers encourage grocers to stock product, increase display space, clean and face product, etc.
- **50 ONE-WEEK DISPLAYS (MINIMUM)**—Place shelf extender displays for suitable products and point-of-sale materials.
- **24 DAYS OF BARGAIN-BAR PROMOTIONS**—Includes product sampling or demonstration, couponing, and distribution of recipes or product literature.
- **2 COMPREHENSIVE REPORTS**—Reports on your product through personal interviews with grocers.



A $480 expenditure per week for 13 consecutive weeks—or $6,240 within a 13-week period—on WHO-TV qualifies food advertisers for this special service. Give your product *double exposure* in Central Iowa with WHO-TV. Get all the facts soon—see your PGW Colonel.

Sources: Sales Management Survey of Buying Power, July 10, 1960 and SRDS, January 1, 1961.

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC and **WOC-TV**, Davenport

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Channel 13 • Des Moines
NBC Affiliate
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 50,026

HELP WANTED

ADVERTISING SALESMAN

Experienced calling on industrial accounts, to cover eastern territory for top management newspaper. Excellent potential for imaginative, enthusiastic and persistent salesman. Salary and commission arrangement. Please send complete resume, business references and salary desired in confidence.

Box 4738, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Book designer and production manager for small active long established midwest publisher to design books and pamphlets, purchase materials, printing, and binding services, supervise production. Opportunity for wide variety of activities, independent action and growth on the job. Either man or woman. Salary dependent upon qualifications. Send complete information on qualifications, experience, and references. All applications confidential.

Box 4779, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PROMOTION MANAGER

Promotion Manager, man or woman, wanted by area's number one television station, medium size Southeastern market. Qualifications: Take charge station's Promotion Department, including on the air, newspaper, billboards, and above all, market and station promotion including market research and preparation of market and station sales presentations. If you have the ideas, and the follow through, this is the place for you. Working conditions and employee benefits excellent. Please send resume, salary requirements and photo

Box 4780, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

ADVERTISING TEACHER needed in large eastern school of journalism

Box 4781, ADVERTISING AGE
630 Third Ave., New York 17, New York

ILLUSTRATOR. Modern, versatile, fast! To visualize and produce sketches and finished renderings for high-quality producer. Must have demonstrated ability to work in all media, color and B W, with minimum direction. Willing to work as one of a team w Art Director and Writer. Midwest region. Please state salary requirements. Send resume

Box 4784, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Direct Mail Creative Director

If you have a record of producing orders and leads from mass consumer mailings, this is a great opportunity! You will head new creative department ... create better direct mail for top consumer advertisers who are our clients. Chicago based. Salary open. Send complete resume in confidence. Our personnel know of this ad.

Box 4785, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity .... editors
adv. managers .... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4442, 105 W. Adams St., Chgo 3

Adv. space salesman. Cover Metro N. Y. for long-est. trade publ. in paper industry. Excellent opp. for right man. Send resume, stating exp., requirements, etc. Replies held in confidence.

Box 4808, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

SPACE SALESMAN-MANAGEMENT

Space salesman-management trainee in Cedar Rapids, Iowa headquarters on leading publication in building maintenance and construction field. Selling or journalism experience desirable. Excellent opportunity with good salary, commission, pension plan. Send resume' stating background and current income.

Box 4807, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN

Need an experienced trade paper space salesman to take on sole responsibility of an established major territory, including New York City and New England. We offer a family of publications, which have been serving the food industry for half a century. Salary commensurate with experience and bonus based on results.

Box 4809, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARE YOU FACED WITH AN ART PROBLEM?

Art Directors, Ad Managers, Studio Owners
CALL BETH TURNBULL at BARNARD PERSONNEL
220 South State Street—WAbash 2-2360
for the right type of talent to face any art job.

ADVERTISING MANAGER Challenging opportunity offered by dynamic growth manufacturer for Ad Manager with drive, creative ability and experience. He will be responsible for administration and production of a program involving trade journal space advertising, external house organ, and a wide variety of materials for direct mail, trade shows, product publicity and distributors. Will coordinate activities with agency and top management. Submit resume in complete confidence.

Box 4810, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHERS REPRESENTATIVE

To sell select prospects in N. Y. area for Nat'l. Food Publication on Comm. basis.

Box 4811, ADVERTISING AGE
630 Third Ave., New York 17, New York

FOR A CREATIVE COPY-CONTACT ADVERTISING MAN WITH AIR CONDITIONING EXPERIENCE

There is a rich opportunity in a national advertising agency. You must know air conditioning and refrigeration. You must know how to write sound copy. You must have an eye for details and a sense of administration. The position: Copy-Contact on a major account. Write fully: background, and salary requirements. Our staff knows of this ad.

Box 4831, ADVERTISING AGE
630 Third Ave., New York 17, New York

Want higher salary, better opportunity, security? "NER" reports on hundreds of $7,000-$35,000 job openings monthly. Get free copy. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4.**

INDUSTRIAL PUBLIC RELATIONS

One of our clients, a large, well-known national corporation headquartered in east central Wisconsin, has an immediate opening in the industrial product publicity section of its public relations department.

A minimum of 3 years of newspaper editorial experience is required. Please write fully, stating experience and present earnings.

DANIEL J. EDELMAN AND ASSOCIATES, INC.
c o JOHN O'REILLY
437 Merchandise Mart
Chicago 54, Illinois

POSITIONS WANTED

HOUSE ORGAN editor with 4½ years diversified writing experience, 2 as Managing Editor in one-man operation, seeks similar position with future.

Box 4798, ADVERTISING AGE
630 Third Ave., New York 17, New York

Ambitious Yale Senior (Dean's honor list) interested in summer job in New York City in Advertising Agency, Newspaper, Public Relations or Publisher's Representative organization. Fourth generation newspaper family and have worked summers in all departments of daily newspaper. Speaks Spanish and has travelled around South America. Married. Will be in New York City during ANPA meetings for personal interviews. Write

Box 4790, ADVERTISING AGE
630 Third Ave., New York 17, New York

"BURNETTIAN" WRITER

Highly Creative (Sorry, Mr. Reeves), Yng (24), Married (and she's expectin'), 2½ yrs writing exp (with bulging portfolio), Want N.Y. agency spot.

Box 4814, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING ARTIST

15 yrs. exp. in creative layouts, final art & prod. for agency, newspaper & printing. Seeks creative work, Wisconsin area. $9,000.

Box 4815, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCT. EXEC. OR ADV. MGR.

15 years of strong, diversified and successful experience in both capacities with Chicago agency and major national advertiser. Nine years one agency. Seeking new opportunity with agency or advertiser in Chicago. Five-figure salary.

Box 4816, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER

This sales-conscious consumer goods advertising executive with both national and regional background could become an effective part of your marketing team. Thoroughly experienced (12 years) in formulating advertising plans and budgets. Proven product-moving promotion and merchandising ideas. Let's exchange information. It might end your search.

Box 4817, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

An adman's writer—analytical, creative, "sell-wise" 2 years successful free lance writing, research and production supervision. 6 years as Chief. Fields: tv, radio, print, direct mail. Wants to relocate in L. A. area. Woman, early 30's.

Box 4818, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

11 YEARS

Of solid daily newspaper reporting, photographing, editing, layout, supervision, production looking for a challenge

Box 4819, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALESMAN

Six years experience on consumer magazines in Chicago area. 32, coll. grad. Creative selling has raised my earnings to $16,000. I'm worth more.

Box 4820, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Agency or trainee. Agency-oriented, career-minded, willing & enthusiastic. B S in Bus. Admin. Contact: **Stan Goldstein, 6045 Whitsett Ave., Apt. 27, North Hollywood, Cal. PO 3-7848**

COPYWRITER—2 years experience on space & direct mail for heavy equipment manfr. Broad background in creative work. Looking for agency with industrial & consumer accounts and money.

Box 4813, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED INTERNATIONALIST SEEKS CHALLENGE

Successful long term record managing big U.S. agency overseas; currently supervising top international accounts. Fluent Spanish, Portugese, German. Creative; best references.

Box 4812, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

GROCERY FOOD MKTG. SPECIALIST

With 7 yrs. exp. at 3 levels in grocery promotion field—mfgr., agency & major food distributor—seeks spot in merch. or as brand mgr. or AE. Creative. Exp. in media, mktg. strategy and contests. Knows copy, merch. & how to make promotions click. BA, 32, family

Box 4834, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICITY—PUBLIC RELATIONS

Proven producer of ind. publicity—Case histories, features, news releases. Knows press relations, house organs, photography.

Box 4821, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Highly creative copywriter with 5 yrs. account experience, consumer and industrial. Presently with medium sized Detroit agency. Duties include: copywriting, radio-TV production, account supervision and time buying. Married, college grad. Willing to relocate.

Box 4823, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER—NO FOOL'S GOLD

Six years of print-radio-TV ... consumer, trade and industrial ... hard lines, soft lines, packaged goods and intangibles. Words and ideas that win friends and influence sales. Salary: open. Write

Box 4824, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGRIADVERTISING MANAGER V-I-P

Vision-Initiative-Perspective ... with a strong farm flavor. On blue chip account. Consider client or agency slot near $15M requiring planned-in-depth campaigns. If you have tough farm sales problems then put an ag specialist on your staff and see the difference. Sample me and see!

Box 4825, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Producer Director—12 yrs. Television, Film, plus top Ad Agency experience on national accts—now available.

Box 4826, ADVERTISING AGE
630 Third Ave., New York 17, New York

PRODUCER

Unique bg. in TV Programming, Mot. Pix Prod. & A-V Aids. Inventively thorough. Good Team Man in Visual Communications.

Box 4771, ADVERTISING AGE
630 Third Ave., New York 17, New York

WOMAN WITH ABILITY TO ORGANIZE

and get things done, seeks a change with a challenge. Background includes print buying, production, media, direct mail

Box 4832, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL EXECUTIVE

Experienced all phases mail sales. Planning, lists, purchasing, volume details, supervision.

Box 4833, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

OPPORTUNITY FOR AGGRESSIVE DIRECTORY SPACE SALESMEN

The International Telephone Directory which is published annually in Paris is under new management. This publication lists over 500,000 firms interested in international trade under 2884 classifications in 120 countries. Openings are still available in the following areas New England, South, Texas, Oklahoma, Minneapolis, Milwaukee, Kansas City, St Louis, Detroit, Cleveland, Chicago, Pittsburgh, Philadelphia, Washington and Upstate New York. Liberal straight commission basis. Special introductory offer to new advertisers. Only proven producers should apply. Please send complete resume and list any other publications you are now handling.

Box 4827, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

TEXAS REPRESENTATIVE NEEDED FOR BOATING BUSINESS BOOK

Western Marine Dealer, monthly trade-magazine in the boating field, needs a good rep for Texas and the Southwest. We are two years old, 17,500 circulation in 19 western States and Western Canada, have a $455 one-time rate, and offer a standard commission and protection deal. Feel that Texas residence is desirable, but let us know other Southwest areas you cover and your other books. **Write John Haydon, 79 Columbia St., Seattle 4, Wash.**

PUBLISHER's Rep Wanted

Swimming Pool News, Nat'l semi-monthly trade pub covering swimming pool industry, wants publisher's reps to cover Chicago, Cleveland & Midwest areas. Write fully giving area you are now covering and trade books you represent. **J. Field, General Publications, 356 S. Western Ave., Los Angeles 5, Calif.**

REPRESENTATIVES AVAILABLE

GET VIP TREATMENT!

... Concentrated attention and follow-through! Top sales record, 15 yrs. consumer, tradepaper. Have mid-NYC office.

Box 4728, ADVERTISING AGE
630 Third Ave., New York 17, New York

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4733, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

THINKING OF A CHANGE?

Established Cleveland Rep can boost ad volume in Ohio, Mich. Pa. Let's talk!

Box 4804, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

WANT A MAGAZINE?

You can buy majority interest in a new regional monthly trade magazine (3 issues old—good acceptance) with 9,800 controlled circulation for $2,500. Free editorial guidance if required. Take over immediately. Write

Box 4829, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FLORIDA NEWSPAPERS AVAILABLE

We have selection of weekly newspaper properties in choice high-growth areas in Southeast Florida. Full facts will be given bona-fide buyers. Please wire, or write

Box 4806, ADVERTISING AGE
630 Third Ave., New York 17, New York

Weekly Newspaper. Commercial printing, and Office Supply Store. Modern facilities for gross to $100,000. Best in Northern Michigan. Detailed information to a qualified buyer.

Contact Kinsel Realty Co.
Houghton Lake, Michigan

MISCELLANEOUS

INDUSTRIAL CASE HISTORIES

Guaranteed high quality at low cost to ease overworked ad budgets, departments

Box 4822, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COINED WORDS are attention compellers! - and have paid off big! Increase your ad power from our catagorically listed 1001 coined words, most of them unseen by the public eyes! 21 pgs. paper bound $1 pp **Long Pub. Box 191, Grand Prairie, Texas**

Furnished space wanted in ad agency by publicity man. Seek single modern office with door to corridor. Rent or services and rent. Have own clients. Prefer Michigan and Wacker area.

Box 4830, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LARGE AGENCY MEDIA MEN

New spot for your message, subliminal type, new idea, wide coverage, no gadgets **D. Bergman 2914 Plymouth Bellingham Wash.**

COPYWRITER for a leading Southeastern agency. Plenty of room to show all the stuff you've got ... plenty of room to get ahead for experienced (3 years min.), fast, creative writer, male or female. Tell us as much as possible about yourself in reply to Copy Chief, Robert Luckie and Company, P. O. Box 2254, Birmingham, Ala.

Advertising

SMART COPY-WRITER

One of Cleveland's largest advertising agencies is looking for a really top-flight copywriter—to work directly with the Creative Director and to personally write major industrial and consumer campaigns for national magazines.

It's a first-class opportunity for an experienced, superior person to team up with one of the Midwest's finest art directors in creating distinguished advertising—fresh, surprising, effective.

This man will be one of the highest paid copywriters in the Cleveland area, and will also enjoy profit sharing, retirement plan, group insurance, and the possibility of stock purchase.

All replies will be held in strict confidence. Send a complete resume and two or three of your best ads to Box 726, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Our 50th Year

COPYWRITER—industrial a c's good oppty—Chicago agcy $10,000
SALES PROMOTION—direct mail—subscrip exp essential 7,500
COPYWRITER—primarily Radio-TV agency background required 6,500+
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill
Phone CEntral 6-5353

MARKETING MANAGER

Interested in associating with a firm wishing to expand, or launch new products. Experienced in constructing complete merchandising programs—from concept, test marketing, national advertising, sales promotion phases to training and directing field sales force. Familiar with U.S. plus overseas markets (fluent Spanish, French). Presently National Sales Promotion Manager of prominent durable goods firm. Married, age 34. College Graduate. Veteran. Will relocate. Box 733, Advertising Age, 630 Third Ave., New York 17, N.Y.

ADVERTISING SALESMAN ARCHITECTURAL PUBLICATION

We have an opening in Chicago for an enthusiastic, energetic, creative and persistent young salesman. Some experience in space sales or building product sales desirable (particularly experience in calling on architects). Must be willing to travel. Excellent potential based on salary and commission arrangement. Starting salary commensurate with experience. Please send complete resume and business references in confidence.

Box 730, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

REGISTERED NURSES LIST FOR DIRECT MAIL RENTAL

160,000 paid subscribers to RN Magazine. A.B.C. audited. Geo-alpha on Speedaumat. No dups. Address direct or on Cheshire. Full list $7.50M; 25-159M $10.50M; under 25M $15.00M. No extra charge for state selection. Special rates for nursing specialty selection. Postal will bring brochure and details promptly. RN Addressing Service, 310 Orchard St., East Rutherford, N. J.

FREE Sample
KNIFE and CASE
Imprint

New knife in plastic case is highly effective premium. Folks welcome it, keep and use it. Has safe, retractable, easily changed razor blade; twine cutter slot, hang-up hole. Ideal office knife. For home, store, factory ... everything from seam ripper to package opener. Aluminum. So light it goes postage free as envelope enclosure. Low as 12¢. Free Sample.

THE HIGHSMITH CO., FORT ATKINSON 1, WIS.

ANOTHER HIGHSMITH *Mailable* PREMIUM

DETROIT AREA ADVERTISING SPACE SALESMAN for ROAD AND TRACK/ CAR LIFE Magazines

Excellent potential. Salary—Expenses—and Commissions. Send complete resume, references, etc. to **Box 1757, Newport Beach, California.**

PUBLIC RELATIONS

Satisfied where you are?

We're looking for someone who wants *more* — responsibility, growth and ultimate income. Min. two years agency experience, industrial or consumer. Top position with Chicago firm. Fine opportunity to grow. You'll work in all phases of p.r. Age not important, ability is. We're ready to talk—how about you? Confidence respected. $10,000-$12,000 range.

Box 729, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR (AD MAN)

at present employed with leading Chicago newspaper. Excellent exp. in consumer goods adv., finest taste in editorial and graphic arts, designer of Sunday supplements and linage building formats. Now at his peak performance. Seeks new position with agency or leading publisher. Will relocate.

Box 727, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AVAILABLE NOW— AMERICA'S OLDEST AD MAN!

Call Chicago HO 5-0120 or Write
Box 710, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DON HARRIS NEEDS:

GROUP MEDIA SUPERVISOR, all media but especially broadcast. Very major agency. Skilled in client contact and marketing-plans-integrated presentations to $17M

COPY-CONTACT. Experienced with farm chemicals and or livestock, poultry remedies .... to $14M

SPECIAL NOTE: Don spends a lot of time extracting individualizing material from applicants. He finds employers very willing to read longer resumes if crisply factual. No need to recommend yourself highly. Facts are eloquent.

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson Chicago WA 2-9400

COPYWRITER
EDITOR

Established conservative nation-wide company with many regional offices has career opportunity for recent college graduate with 2-years experience writing or editing instruction, procedures or policy MANUALS; or experience writing and editing internal publications. Resume to:

W. H. Gordon
THE HOME INSURANCE COMPANY
59 Maiden Lane, NYC WH 3-2250

WHERE DO YOU FIND BRAINS IN CHICAGO?

Could you locate a really great account executive—if you needed one now?

Or how about copywriters?

Or art directors?

Or a top secretary?

To answer this frustrating help problem, Creative House, Inc. is launching a new subsidiary—Creative House Personnel Service.

Three years ago, when we launched Creative House, we asked agencies to think of us as "someone in the office next door." Those who came to us for campaigns for print or TV regarded us so much a part of their staff that some mistakenly sent us W-2 forms at tax time.

This new venture will be just as personal.

When you have a job to fill, you'll find our thinking and yours as close as the hands on the clock at a quarter to nine. Anyone we send to you would be someone we would hire, if we were sitting at your desk.

Those seeking career guidance will benefit from our rich background of more than 20 years in creative advertising.

So if you're looking for talent—or have talent which seeks fulfillment—do call on us.

P.S.: Creative House, headed by Jack Baxter, is still very much in the business of creating top campaigns for print or TV. This is an added service.

CREATIVE HOUSE
PERSONNEL SERVICE

Where Creative People Select Your Talent

41 EAST OAK • CHICAGO 11 • DE 7-0001

Greco Named Sales Manager

Harley-Davidson Motor Co., Milwaukee, motorcycle and motor scooter manufacturer, has appointed Sam F. Greco domestic sales manager. Mr. Greco, formerly advertising and sales promotion manager, succeeds Joseph G. Kilbert, who has retired.

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

MOVING TO FORT LAUDERDALE

Am presently Advertising and Public Relations Mgr. of progressive, successful, medium sized Illinois company for over 8 years. Prior to this, was Agency Acct. Exec. for 4 years. My best recommendation comes from present employer. Am building home in Fort Lauderdale. Available July 1. Complete details happily sent. Write

Box 732, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IF YOU CONTROL $150,000 BILLING, READ THIS:

This young, creative N.Y. agency is prepared to make an attractive offer to an experienced adman. We'll deliver the complete package: lucrative commission arrangement, full administrative and production facilities, prestige N.Y. address, opportunity to service house accounts.

Write Box 728, Advertising Age
630 Third Avenue, New York 17, New York
in strict confidence.

SALES PROMOTION & ADVERTISING

Man, 30-38, to supervise sales promotion, advertising, and publicity programs of national ordinary life, credit life, auto, fire, and casualty insurance companies. Minimum of 5 years advertising experience, including some insurance, required. Home office: Los Angeles. $500 Million parent company. Include background, experience and initial salary requirements in first letter. Write in confidence to: BOX 731, ADVERTISING AGE, 4041 MARLTON AVE., LOS ANGELES 8, CALIF.

TOP MAN FOR TOP JOB

The leading electronic publication is looking for the BEST SPACE SALESMAN in OHIO. A new CLEVELAND office will offer limitless possibilities for the RIGHT man. Do you have the sales motivation, enthusiasm and reputation to be OUR man? If so, you'll be joining the most DYNAMIC sales force in the industry. Our staff knows of this newly created opportunity. High salary plus bonus.

Box 734, Advertising Age
630 Third Avenue, New York 17, N.Y.

TO A **COPYWRITER** WHO WANTS TO ENJOY

BIG CITY INCOME
with SMALL CITY LIVING!

We're looking for a man who enjoys writing persuasive advertising copy. He may be at present a copy chief or capable of being one. On the other hand he may be a copy director, slightly fed up with the daily rat race of catching the 7:15 AM and PM, that is.

Here, in this Heart of America 4A agency, you will be working with others who have probably won more awards per square foot of wall space than any other single group while developing their artistry in preparing exceptionally persuasive advertising ideas and copy for a limited number of worthwhile accounts. (To be specific, average in high six figures—50% listed on New York Stock Exchange).

You will not be asked to help reach decisions on the purchase of paper clips or rubber bands, nor will you be brain-washed with interminable meetings over insignificant subjects — in fact, we like our creative staff to dream and think about our clients' products and services in order that they can be more proficient in preparing persuasive ad copy for national media.

About the coin of the realm, we were pleased to learn at the recent 4A Convention that our scale equals "them big city fellers," even though we are located in an area of more modest living costs.

Opportunities? There are no limits for the man selected. Nor are there limits for this company which years ago discovered "creativity" is the most important product of an advertising agency.

Incidentally, we do not believe a man's mind dies at age forty, either. So if you would like to work and enjoy living in this kind of an environment, write and tell us about yourself — in confidence, of course.

BRUCE B. BREWER CO.
900 Walnut, Kansas City, Missouri
Serving the Midwest by Beechcraft and Skelly Gasoline

Serving industry everywhere with cost-cutting tools and systems
THOR
Thor
THOR POWER TOOL COMPANY

THOR PUSH—*Thor Power Tool Co. will launch the first corporate ad campaign in its 68-year history with this spread in the May 6 issue of Business Week. Three other spreads are scheduled later this year in the same magazine. Roche, Rickerd & Cleary, Chicago, is the agency*

Glass Is Better, Despite Tricks in Ads, GM Tells FTC

NEW YORK, April 26—Regardless of how the tv films were produced, the competitive claims made for safety plate glass were accurate.

This was General Motors' defense yesterday as hearings resumed in the "camera trickery, open window" case.

Arguments in the Federal Trade Commission's false tv advertising action against Libbey-Owens-Ford and General Motors had started in March, 1960, in Toledo.

A two-day session here was the most recent in a staggered series of hearings held in various cities throughout the U.S. for the convenience of witnesses. It has already been established that some of the challenged commercials comparing the distortion-free GM car windows with those of competing auto makers were filmed through an open window in a GM car, and that Vaseline was used on the competitor's glass in another commercial. The commission also has charged that camera trickery and telescopic lenses were used to rig the tests in favor of the L-O-F glass used in GM cars.

■ The focal point of the GM defense was emphasized this week by Attorney William Simon in arguing for the inclusion of a piece of challenged evidence. Though he did not defend the devised, which GM and L-O-F said they were not aware of, Mr. Simon said that whether the tv film was made properly or not was irrelevant. The critical issue, he argued, was whether what the viewer saw was a fair and accurate representation of the difference between plate and sheet glass—and it was, Mr. Simon asserted.

Mr. Simon concentrated on arguments designed to show that (1) the distortion-free claims made for the glass used in the GM windows were not exaggerated and that (2) open windows and telephoto lenses would not necessarily affect such comparative tests as those shown on tv.

■ Mr. Simon called two witnesses. The first, Norman E. Gottlieb, vp of the National Better Business Bureau, said he was invited to visit the Ford Motor Co. plant at Nashville, after Ford had complained it was impossible for the sheet glass produced in its plants to have the amount of distortion depicted in the Libbey-Owens-Ford commercials on television. Mr. Gottlieb looked at samples from a stockpile of sheet glass in the Ford plant and later reported in a memo, entered in evidence at the hearing, that he noted visible distortion to the same apparent extent as that depicted in the L-O-F commercials.

Mr. Simon spent the second day of the hearing here entering still photos and films into the record. These showed an array of zebra boards (b&w lines like those used in one of the challenged commercials) made through Ford, Chevrolet and Plymouth windows. In every case the lines were somewhat wiggly if shot through the non-GM car windows, and undistorted if shot through the Chevrolet window.

GM's key display consisted of still pictures of a street scene made from a Chevrolet, first with the window up and then with the window down. The demonstration was designed to show that there was no noticeable difference in the end result.

■ The hearings will resume Sept. 6 in Cleveland, to be followed by two more days of testimony Sept. 7 and 8 in Detroit, and the rest of the week in Washington. This is expected to end the public hearings, after which the hearing examiner will render a decision. ≠

Continental-Emsco Names 3

Continental-Emsco Co., Dallas, has appointed Roscoe O. Hambric manager of a new marketing group for machinery and miscellaneous merchandise. Mr. Hambric was formerly general merchandise manager. At the same time, Robert M. Erskin, formerly assistant manager of non-tubular sales, has been appointed sales manager of the new marketing group. Harry Dobbs Jr., formerly assistant merchandise manager, has been appointed merchandising manager.

THE CHAMP

What a wallop a low-cost message packs in The Advertising Market Place! Your ad hits over 177,000 top marketing men. Gets championship action. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $______
My Name______
Street______
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Most Helpful College Course? It Was English, Say Reach, McClinton Staffers

New York, April 25—How valuable is a college diploma to an agency man?

Only one in five admen surveyed at Reach, McClinton & Co., would make a college diploma a must for agency job applicants—although 70% agreed that their college training has helped them significantly in achieving their present professional status. Only one in three asserted that social contacts made in college were of value to them in their advertising careers.

These figures come from a three-page questionnaire that the agency recently distributed to all its employes who had received schooling above the high school level, and who held jobs above the secretarial status. The survey was made in each of the agency's six offices across the country.

Asked what courses were of greatest value to students seeking a career in advertising, the respondents came forth with 50 different subjects.

English composition and grammar was tops, recommended by 56% of the respondents. Next most frequently recommended courses were marketing (39%), art (34%), psychology (32%), history (31%), mathematics and statistics (29%), English literature (29%), and economics and writing (each with 25%). A course in advertising was endorsed by only 25%.

What college or university gives the best all-around course in advertising? Of those questioned, 54% admitted they didn't know; 8% mentioned New York University; 7% said Harvard; an additional 8% said "any good liberal arts college" provided good courses.

■ Only 8% felt that classroom study of advertising had helped them to any degree in their careers. And only 14% felt that today's college graduates aspiring to advertising careers have an educational background sufficient for such a career.

One more statistic: 70% of the responding admen reported that during their college days, they had no intention of entering advertising. #

Plant Spending to Dip 1% in '61, Says McGraw-Hill

New York, April 28—U.S. industry plans to spend $35.4 billion for new plant and equipment in 1961, or about 1% less than last year, according to the 14th annual survey conducted by McGraw-Hill's department of economics.

A major feature of the survey was the upgrading of an October forecast which indicated a 3% decline below the 1960 figure of $35.7 billion.

Douglas Greenwald, manager of economic services, said the increase in spending plans since last fall "clearly points to an upswing in capital investment" for the rest of 1961. In addition, industry's plans for the years through 1964 are almost as high as expenditures planned for 1961.

■ The largest investment by any single group of manufacturers will be that of the petroleum industry, which plans a $2.85 billion outlay this year and virtually equal sums through 1964.

Steel plans on spending $1 billion in each year through 1964, while chemicals ($1.66 billion this year) aims at practically the same level in the next two years, with 1964 plans higher than this year's. Both machinery and auto companies plan to spend $1 billion a year in the next four years.

Biggest increase percentagewise will be in the automobile industry, which plans to hike its 1960 investment of $890,000,000 by 14% to $1.01 billion this year.

Electrical machinery plans to be up 8% (from $680,000,000 to $730,000,000); food and beverages up 8% (from $920,000,000 to $990,000,000). Declines will be registered by fabricated metals and instruments (down 24%, from $950,000,000 to $720,000,000) and textiles (down 26%, from $530,000,000 to $390,000,000).

■ Among the non-manufacturing industries, which plan investments of $21.26 billion this year, electric and gas utilities are planning a $6.13 billion outlay, close to the record investment in 1957 and 8% ahead of last year.

Communications companies and transportation companies other than rail plan to spend $4.8 billion this year, or 5% less than in 1960.

Commercial organizations intend to invest a record $8.6 billion, reflecting a continued upswing in the construction of new shopping centers, warehouses, office buildings and other service equipment. Beyond 1961, plans taper off, however, with the projection down to $7.23 billion.

Railroad spending will drop about one-third, to $690,000,000 this year, but plans for succeeding years are higher.

■ Sales expectations generally are high. Future sales gains, Mr. Greenwald said, generally are tied to new products. Unit sales are expected to rise 3% this year. The only declines predicted are by the iron and steel industry and by the automobile manufacturers.

McGRAW-HILL NAMES 3; GERARDI TO RETIRE

New York, April 26—McGraw-Hill Publishing Co. today named (1) its first woman vp; (2) a new exec vp in charge of finance; and (3) a new controller of the corporation.

Beryl Robichaud, assistant vp in charge of centralized service departments, has been named a vp with responsibilities in the field of data processing, systems and methods.

New exec vp, finance, is L. Keith Goodrich, who continues as company treasurer.

Daniel F. Crowley, assistant treasurer, has been named to the new title of controller of McGraw-Hill, and also vp and controller of the publications division.

The company announced that Joseph A. Gerardi, exec vp, will retire August 1. However, he will continue as a director and as consultant to the management. #

Ketchum Names Urquhart, Two Others; Boosts Three

Ketchum, MacLeod & Grove has appointed G. Taylor Urquhart manager of its Washington office, succeeding J. W. McIlhenny, who has returned to the agency's Pittsburgh headquarters to supervise the Pittsburgh Brewing account. Mr. Urquhart until recently was an account supervisor with Batten, Barton, Durstine & Osborn.

The agency also has promoted James F. Ewing to an account supervisor and Roger McGovern to copy supervisor in Pittsburgh. In the New York office Ketchum has named Samuel Lapenson, formerly with General Dynamics Corp., an account executive in the sales and technical literature department and Alfred Zalon, formerly art director of the American Cancer Society, an art director.

Award of Merit

NEAL AWARD WINNER—*Ted Sanchagrin (left), eastern editor of Industrial Marketing, published by Advertising Publications Inc., accepts merit award in seventh annual Jesse Neal Editorial Achievement competition. He accepted for H. Jay Bullen, editorial research director of IM. Making presentation is Elias Buchwald, exec vp of Burson-Marsteller Associates (story on Page 24).*

Four A's Decides to Shelve PR Push

(Continued from Page 1)

Four A's board, announced after the Saturday meeting.

■ "Immediately," he said, "Four A's is to increase its efforts to reduce or eliminate from agency operations the things which lead to such criticisms. Toward that end, Four A's is to undertake an extensive internal education program aiming to lead all agency people to understand more fully their individual responsibilities for helping to eliminate causes for criticism.

"Our board and our region and council governors are in overwhelming agreement with these aims."

But three days earlier, when the meeting began, it seemed clear that the Four A's board was equally in overwhelming agreement that something had to be done, quickly, and that the Hill & Knowlton program was it. It had not only been authorized by the board and operations committee, but had been neatly presented in printed brochure form, as though there was no doubt about its acceptance.

■ Aside from the announcement by Mr. Cox of the scuttling action of the new board, no one was talking about what happened at either the closed membership meeting or the board meeting. But it was clear that the program was sailing through as scheduled at the closed members' meeting on Thursday, until Mr. Tatham rose to voice his skepticism and his suggestion that a little more knowledge and a little more housecleaning might be called for before a major public relations campaign was mounted.

Other members expressed similar doubts; there was considerable corridor discussion. Mr. Tatham (not currently an officer or director of the association) was invited to attend the Saturday meeting and amplify his remarks. It turned out that the pr plan, far from having the unanimous endorsement of Four A's board and operating committee had squeezed through with a bare majority of votes and considerable trepidation among many members, so that once the subject came up for open discussion, it was quickly decided to postpone action.

■ Following announcement of the postponement of the program, Mr. Tatham, who previously had refused to reveal what he had said at the meeting, agreed to explain his position ("and the position of a good many others who felt the same dissatisfaction I did").

"First of all," he said, agencies have learned to explore clients' problems with great thoroughness before recommending a course of action, and "it would be a shame to handle our own problem with less care.

"Secondly, we in the agency business are deeply concerned about negative attitudes toward advertising, and therefore deeply anxious that any program to improve the public relations of advertising should be thoroughly and carefully developed.

"We felt frankly that neither the study of the problem nor the planning of the proposed program presented at the Greenbrier measured up to these standards. The research was inadequate."

■ Hill & Knowlton had decided that all effort should be focused on thought leaders, Mr. Tatham said, because it felt the general public was not "dominantly critical" at present.

"This seemed to us," he said, "to give insufficient consideration to the public aspects of the problem.

"The plan as presented placed together several groups for common treatment among 'thought leaders,' such as sociologists on one hand, many of whom have ideological objections to advertising, and economists on the other hand, whose thinking about advertising proceeds from quite different principles. This seemed to us an indication that the program had not been thought through in sufficiently specific terms," he said.

"Advertising, we agree, has two general classes of detractors. In one class is that very small part of the public which finds reason to criticize advertising for dishonesty, bad taste, or other reasons. In the other class are the so-called 'thought leaders' who for one reason or another disagree either with the fundamental principle of advertising, or with the way it is practiced.

■ "Public criticism of advertising is small, as has been revealed by various surveys. This seems reasonable in view of the statement of the Federal Trade Commission that a minute fraction of the advertisements they have examined furnish any reason for criticism.

"We believe, nevertheless, that so long as any significant doubt of the propriety and reliability of advertising exists in the public mind, it is and should be a cause of concern to everyone in our business. We believe further that so long as any degree of criticism is justified, every effort should be made to eliminate the causes of justifiable complaint.

"In general, we know that some of the causes of such criticism are the small fringe of dishonest advertising published by unscrupulous advertisers and agencies. Every business, including our own, has its fringe of unscrupulous and dishonest people.

"Another of the causes for complaint is the corner-cutting misleaders who, while perhaps not technically dishonest, may deliberately mislead the reader.

"Another small amount of questionable advertising appears as local advertising beyond the reach of the Federal Trade Commission and unrelated to the advertising agency business in general.

■ "There are other causes of public criticism which are less easy to pin down and which need careful study. The problem of good and bad taste in advertising needs study, so that we can really know what the public considers offensive. We need also to know the extent to which public attitudes toward advertising are influenced by the character of the carrier vehicle in which the advertisement appears—the television show, the radio program, the editorial content of the magazine or newspaper. And still another possible source of irritation is the simple matter of quantity and frequency—the amount of advertising which is mixed with the editorial or entertainment content, and how often the same message is delivered.

"The outline proposed by the public relations firm assumed as we have said that the public aspect of the problem is not at present of dimensions which should cause us concern, and they therefore propose to focus the program on the 'thought leader' groups. It is felt by the public relations firm that better understanding of the advertising process and the function it performs in modern America would remove misunderstandings which underlie many of the criticisms from these groups.

■ "Our view is that public distrust or dissatisfaction, no matter how small, needs two kinds of action. First, vigorous action to eliminate the causes where the complaint is justified; and, second, action to help people protect themselves against the unscrupulous who use advertising for improper purposes, just as doctors would help the public protect themselves against quacks, lawyers would help the public protect themselves against shysters, and so on.

"We believe that real and deep study of all the underlying problems—not a quick survey of a few people—is needed to understand and remove the causes of complaint.

"We believe the 'thought leader' groups certainly should also be dealt with, but again on the basis of deep and solid study and understanding. We believe that the plan as presented was inadequately based and perhaps hastily conceived.

"We have been assured after a reconsideration of the program by the responsible representatives of the association, that no public relations activity will be undertaken until further and adequate study has been made and reported to the members of the association. We have no doubt that all disagreement will be removed, and that the advertising business and the buying public will be benefited by the results of this study," Mr. Tatham said.

■ Mr. Tatham had one extremely interesting public relations suggestion of his own. "I think a hell of an interesting pamphlet or booklet might be produced under the sponsorship of responsible advertisers and agencies to tell the public how to deal with irresponsible advertising," he said.

"Such a booklet might tell the public how to recognize and deal with bait advertising, for example, or how to get competent advice with regard to claims that seem doubtful, or what research comparisons in ads actually mean.

"Such a booklet, bearing the stamp of advertising groups, and making the point that responsible, honest advertisers are more eager than anyone else to see that no one is misled or confused by advertising, might be one of the finest public relations efforts we could make. And it might go a long way toward helping to clean up advertising, too."

■ The decision to jettison the Hill & Knowlton program and proceed only with the attitude study was interpreted in various ways in New York:

• **1.** As a rebuff to the Four A's administration and board of governors—"For the first time in my memory," said an agency president, "the machinery didn't work."

• **2.** Rolland W. Taylor, president of Foote, Cone & Belding, and chairman of the Four A's committee which recommended the pr program, takes the position that "the program is going ahead." While conceding that "no one can possibly predict the degree of success" at this point, he feels that the Four A's has taken a long time to come to this point of departure, and this program "is at least a start—hopefully it will do some good."

Mr. Taylor reported, "No one is more aware than I of the wide divergence of opinion," but he pointed out that 35 agencies of all sizes participated in the decision and recommendations. He said there was "a wide-based opinion that something should be done," and that he was chairman of the committee when this opinion "reached a boiling point." He believes the rest of the program will be activated, while observing that if the attitudinal study "turns up facts we can't foresee, then common sense would dictate a withdrawal."

• **3.** As part of a planned approach—"It was never planned that we go into the program all at once; we erred in not making clear that the attitude study had priority, and that the rest of the program would be adopted if warranted by the study."

• **4.** As an acknowledgement that a different job needs doing first—"It's silly to talk about pr per se when we need to do our own job of self regulation. I'm in agreement that we need an educational and informational job; the Hill & Knowlton report is by no means a bad report, and it may be just as well to have it out on the table where we can all see it. But first we must clean our own kitchen—and we're doing it."

• **5.** As a trial balloon—Harry Harding, Y&R senior vp and retiring Four A's chairman, drew an analogy between the program and the suggested programs advanced by cabinet members in the government, which have no official sanction, but are tests of opinion and acceptability. His opinion was contained in a portion of his Greenbrier speech: "To those of you who believe that the Four A's, with our infinitesimal personal part of the national advertising investment, can persuade 17% of 180,000,000 people by an advertising campaign to advertise advertising, I suggest that this is not unlike a plumber's association running a campaign for the Catskill watershed."

• **6.** As a program which was right in principle but unsound in detail—one agency president criticized the provisions for a symposium ("The Ad Council does this"); the recommendation for more civic activities ("We're all doing all we can"); and the bimonthly magazine, "Advertising Today" ("So much depends on what's written, how it's written—and by whom)."

"What are the editorial skills of the people involved?" he asked. "Maybe we ought to have disinterested sponsorship—Harvard or the Pulitzer school of journalism at Columbia. Anyhow, someone with no axe to grind. I can't get stirred up—and I don't think other people will—over a publication from a prejudiced group."

"The principal value" of the program, as he saw it, lay in the fact that "it gets us off dead center; it might even be worth $130,000."

He went on to say that he believes in self regulation, that he thought the Four A's had been wise in getting agencies into the association "which some of us thought had been bad boys," because "you can do more by getting them into church than keeping them outside.

"Don't underrate self regulation," he said. "It works—I know. We've changed material that others found objectionable."

• **7.** And then, a complete reversal of the positions cited above. A top agency man on the Four A's board said flatly that the proposed public relations program was "generally backed," and that it was in no way "a trial balloon." He said there had been "steady pressure" from smaller agencies for the Four A's to "do something," and that the program represented a reply to that demand.

He said, "There will be no backtracking" on the proposal, and that anyone intimating there had been a "ruckus or hassle" about the program is giving "the wrong impression." He said Mr. Tatham had expressed his opposition to the program before the board of governors, of which he is not a member, and that he attained "very little backing for his views."

■ William A. Marsteller, board chairman of Marsteller, Rickard, Gebhardt & Reed, denied that the Four A's had shelved the pr program. "We never had any intention of going ahead with any phase of the program except for the research study," he said. "There has been a wide misunderstanding of the action of the Four A's by the advertising trade press," he added.

He declined to comment on the pr program, adding that he would reserve his opinions until the next meeting of the Four A's.

■ Paul Harper Jr., president of Needham, Louis & Brorby, said he felt the program was "excellent." Mr. Harper said the program "is not designed to cure all the ills of our industry, but I feel it will be good for the advertising field and we will come out ahead if we use it."

The NL&B president said the program "as conceived is sound."

■ Said Edwin Cox, newly designated chairman of the board of the Four A's:

"At [the April 22] luncheon meeting of our new Four A's board and region and council governors, the information program for advertising, previously recommended by Hill & Knowlton and authorized by our board and operations committee and presented to the membership on Thursday morning, was discussed.

"It was unanimously agreed that:

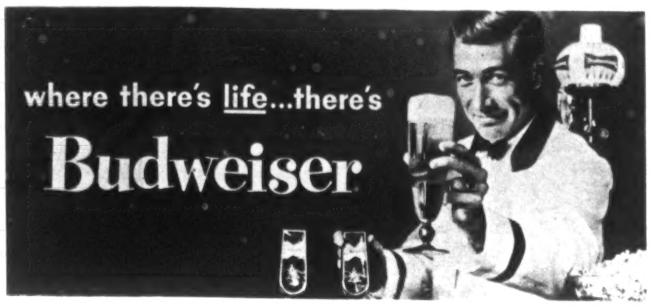
"1. The first priority of the program is to execute the definitive depth attitude survey, recommended by H&K, to explore further the premise that the principal problem of advertising is not with the general public, but with the criticisms of it that stem from thought leader groups. The primary purpose of this survey is to determine the specific causes and reasons for the criticisms expressed.

"2. The precise content of the program, designed to supply information about advertising to those who need to know it, will depend on the results of such extended research.

"3. Immediately, Four A's is to increase its efforts to reduce or eliminate from agency operations the things which lead to such criticisms.

"Toward that end, Four A's is to undertake an extensive internal educational program aiming to lead all agency people to understand more fully their individual responsibilities for helping to eliminate causes for criticism.

"Our board and our region and council governors are in overwhelming agreement with these aims."



SALUTE—*Budweiser salutes the nation's taverns in May, which is National Tavern Month, with ads in American Weekly, Life, Look, Newsweek, Parade, The Saturday Evening Post, Sports Illustrated and Time and on 7,200 outdoor posters like the above.*

'61 Billings of Canada Agencies Seen Up 4%

TORONTO, April 25—Canadian agencies expect a billings gain of "just under 4%" this year, according to a survey by Maclean-Hunter Publishing Co.

The study, published in the *Financial Post* here, indicated advertising volume would pick up after "a mildly cautious" start this year.

An official of Cockfield, Brown was quoted as saying, "Major advertising accounts are not too sensitive to recession talk. Most companies want to stay competitive." ≠

Ford Sets Heavy Newspaper Drive for May, June

The announcement coincided with a statement from division general manager Lee A. Iacocca that Ford sales in the second 10-day period of April were up 13% from the previous period on a daily rate, and were the highest since last November. Mr. Iacocca said that car production for the remainder of the second quarter now is scheduled at 45% higher than the first quarter.

Ford division's newspaper advertising during May and June will be the heaviest in five years, and will top the first four months' total of 1960, according to John R. Bowers, car advertising manager.

The May-June outlay will bring the six-month total for the year to the highest since 1956, according to Mr. Bowers. The two-month figures will exceed the entire first half of either 1959 or 1960.

Noble Advertising Adds S. C. Johnson, Lehn & Fink

S. C. Johnson & Son, Mexico City, has appointed Noble Advertising, Mexico City, to handle its advertising, effective July 1. J. Walter Thompson Co. presently handles the account.

At the same time, Lehn & Fink Products Corp. has named Noble to handle advertising for Hinds, Dorothy Gray, Lysol and Tussy lines in Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama.

McGraw-Hill Will Discontinue 'Petroleum Week'

NEW YORK, April 25—*Petroleum Week* will discontinue publication with its May 5 issue. The magazine will fold as McGraw-Hill Publishing Co.'s second petroleum publication that never really struck oil.

The publication was written off a day before yesterday's annual meeting, when the company reported net income for the first quarter of 1961 at about 20% below the same period a year ago.

Launched in 1955, the magazine has never earned a profit, although it attained the largest paid circulation in the field.

■ McGraw-Hill "tried everything it knew" to build ad volume, but *Petroleum Week* could not get near the break-even point. Nelson Bond, publications division president, said: "An appreciable number of advertisers have used, and have profited from, the advertising pages. Not enough, however, have recognized this type of reporting service as a necessary part of their marketing effort."

In the end, said Harry L. Waddell, exec vp, the publication was written off at a "very substantial" loss.

■ The short-notice decision to cut the loss dismayed the staff. Editor LeRoy Menzing heard the news in Germany, where he was on a business trip. Even the sales staff was going ahead with "business as usual" when a memo about the decision went out Monday.

Industrial Marketing's page count showed *Petroleum Week* started out with 342 ad pages in 1955, went to 956 in 1956 to 1,677 in '57, and to 2,024 in 1959. Last year, however, it was down to 1,900 pages, with a dollar volume of about $1,300,000. The projection for 1961, Ervin E. DeGraff, publisher, said, had been about 2,000 pages.

That was not enough to raise McGraw-Hill's hopes. The magazine actually had been down "relatively less than the rest of the petroleum field" last year, a company source said. He added that *Petroleum Week* had bucked the general decline in the field, and had gained volume despite the fact that oil publications last year carried 1,500 fewer pages than in 1954, before *Petroleum Week* was launched.

■ Mr. DeGraff said the magazine had "the normal problems of building advertising volume in the face of strong competition." The competition included *Oil & Gas Journal*, traditional leader in the field. Trade sources also described the struggle for advertising in the petroleum field as a situation complicated by the presence of "so many itty bitty books fighting to take the dollar away." As a weekly, they added, *Petroleum Week* could not do the job.

McGraw-Hill's entry into the oil field started eight years ago, and was in line with its strategy of attempting to get established in "growth fields." In 1953, the company acquired National Petroleum Publishing Co., Cleveland. Among the properties taken over were *Petroleum Processing*, a monthly founded in 1937; *National Petroleum News; Platt's Oil-Gram News Report; Platt's Oil-Law-Gram; Platt's Oilgram Price Report;* and the *TBA Directory & Buyer's Guide*.

National Petroleum News was shifted from a weekly to a monthly schedule in November, 1954, and at the same time McGraw-Hill started showing dummies of the new *Petroleum Week* to advertising and petroleum people.

For several months the *Petroleum Week* editorial, business and circulation staff performed as if the magazine was actually being issued every Friday morning. Eight full-time advertising representatives went out rounding up contracts.

■ The onetime b&w rate for a 7x10" page was $444, as against the current $760. The first issue, mailed July 7, 1955, carried more than 58 pages of advertising. Initial distribution was 20,000, of which 10,450 were paid subscriptions. Latest circulation was roughly 50,000, including 47,052 paid subscriptions.

Two years after launching *Week*, McGraw-Hill suspended publication of *Petroleum Processing* (September '57) because it was no longer profitable. Kenneth W. McKinley, advertising manager of the magazine, who had also played a big part in laying the groundwork for *Petroleum Week*, moved to the post of ad manager of McGraw-Hill's new tabloid, *Purchasing Week*, which bowed in January, 1958.

Mr. McKinley moved out of McGraw-Hill several months later, when, with George C. Hodgson, former district sales manager of *National Petroleum News*, he bought *Petroleum Marketer*, property of Shaw Publishing Co., Chicago.

■ The folding of *Petroleum Week* will not end McGraw-Hill's petroleum business. Mr. DeGraff will continue as publisher of the other oil properties, *National Petroleum News*, a monthly marketing magazine, and the daily newsletters.

The company is giving priority to assist the 50 staff members involved, including nine advertising salesmen, to find jobs within the company or elsewhere.

The decision was announced a bare day before the annual meeting. Donald C. McGraw, president, reported to stockholders first quarter net income was down from "the exceptionally good first quarter of 1960."

Operating revenue in the first quarter this year was $31,101,580 as against $25,811,244 last year. However, the 1960 figures exclude operations of F. W. Dodge Corp.

■ Net income this year before federal taxes was $2,829,964, as against $3,697,631 last year. Net income this year was $1,319,483 compared with $1,707,509 last year.

Stockholders were told that the figures showed "a dilution of earnings by virtue of the Dodge acquisition." Dodge operations presented a seasonal picture, all earnings coming in the last quarter. However, "Dodge is running about even with '60."

Answering a stockholder who referred to McGraw-Hill's "pouring considerable dollars into encyclopedias in the last five years," Curtis G. Benjamin, chairman of McGraw-Hill Book Co., said the company had invested about $2,000,000 in scientific and technological encyclopedias. He added that encyclopedia publishing is "the most profitable business in publishing today in the U.S." ≠

Sales Promotion Men Urged: Do More Evaluating to Improve Performance

(Continued from Page 3)

about it. "The rules are not quite the same as for domestic promotion," he said, "nor are the methods. I have no doubt that we could do a much better selling job overseas if the most effective techniques were better understood by new firms entering the export field."

■ William D. Drisler Jr., president of Burlington-Balfour Mills, as keynote speaker, urged sales promotion men to utilize imagination not to please competitors but customers. He called for closer communication between sales promotion and the dealer and salesman. "Plan a promotion as if the entire responsibility were yours, and when it is finished ask yourself how you will handle the next promotion," concluded Mr. Drisler.

The matter of "evaluation of promotion in the field" was covered by a special panel moderated by Robert Letwin, editor of *Sales Meetings*. On the panel were Arthur Dietrich of Minneapolis Honeywell; Harry Carter, assistant general promotion manager of Campbell Soup Co.; Milton Margolis, vp of Kenyon & Eckhardt; and Solomon Dutka, president of Audits & Surveys Co.

■ Mr. Margolis bluntly stated that the sales promotion man will not become part of management until he can come up with complete records on what was done on past promotions. This can only be done with proper evaluation, he said. "Evaluation must be planned at the same time promotion is planned," he added.

Mr. Dutka pointed out that there is a huge waste in sales promotion because of lack of evaluation. Try to anticipate through evaluation what can go wrong with a promotion, he stated.

■ Mr. Dietrich said most companies spend little money on evaluation, hence leaving much to be desired in coming up with true results of a promotion. Mr. Carter spoke on consumer product evaluation, stating that the promotion department should work closely with advertising and marketing throughout a promotion to maintain close communications. Give the dealer as much information on a promotion as possible, he said.

■ J. K. Duncan, S. C. Johnson & Son, called for an exchange of information on buying practices. He admitted that managements often wonder whether promotion pays off, especially in view of waste of materials sitting in warehouses and not on dealer shelves or windows."

At the final day's luncheon, Paul Martin, promotion director of the *Philadelphia Daily News*, was awarded a plaque by *Advertising & Sales Promotion* as the outstanding sales promotion executive of the year (*See "Adman in the News" on this page*). The *Sales Management*-Raymond Bill award went to the Detroit and Delaware Valley chapters of SPEA for reactivation of the chapter and for imaginative methods in becoming the host chapter this year, respectively.

■ Joel Harnett, assistant to the publisher of *Look* and director of promotion, was re-elected president of SPEA. Stanley Goodman, promotion director of Grayson-Robinson Stores, Inc., New York, was named 1st vp, a new organization post. He has served as vp for two terms. Arthur O. Dietrich, advertising and sales promotion manager of the industrial products group of Minneapolis Honeywell Regulator Co., Philadelphia, was elected a vp; J. K. Duncan, sales promotion manager of S. C. Johnson & Son, Racine, also was elected vp. William E. Becker, exec vp of marketing, Robilt Homes, Lakewood, N.J., was elected secretary; Victor Dell Aquila, advertising manager of the Railway Express Agency, New York, was named treasurer. ≠

Adman in the News .... *Paul Martin*

PHILADELPHIA, April 27—Paul Martin, promotion director of the *Philadelphia Daily News*, was named Man of the Year by the Sales Promotion Executives Assn., ending its fourth annual conference here today.

Paul Martin

The honor has also brought him a plaque awarded by *Advertising & Sales Promotion* (formerly *Advertising Requirements*).

Each year, a national awards committee of the association selects a man who has performed an outstanding sales promotion service for his company.

Mr. Martin, nominated by the Philadelphia chapter, was chosen for playing an important part in improving the image of his newspaper.

In the process, he has earned national fame, *A&SP* said, in an article on Mr. Martin in its May issue. "The magic ingredient has been saturation promotion coupled with an improved editorial product," the magazine said.

■ The newspaper's transformation is reflected in a 40% linage increase in the past three years and a circulation increase of 79%. Suburban circulation has increased 175%. The daily is sold only on newsstands.

Mr. Martin, a former radio broadcaster who has been with the daily since 1956, is a member of the operations committee which runs the *Daily News* for Triangle Publications. As promotion director, he reports to the publisher; on advertising promotion, he reports to the advertising director; and he coordinates circulation promotion with the circulation manager.

The *Daily News* gained recognition last year for a series of ads promoting advertising to the reader (AA, Dec. 12, '60).

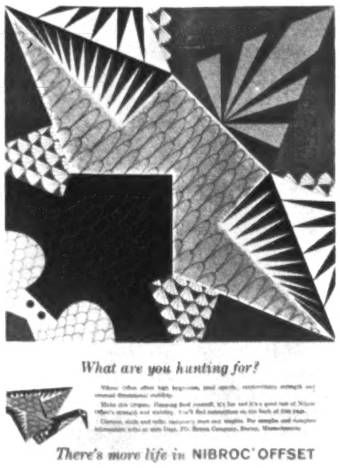
■ More than 200 newspapers have run these ads since the campaign began last September.

"The campaign alone does not build linage," Mr. Martin told an *A&SP* editor. "It does create an identity for the newspaper that did not exist before. Linage will be built by selling and salesmen," he said.

According to Mr. Martin, involving people is an important ingredient in sales promotion. For example, he said, before an agency such as Leo Burnett & Co. signs its name to such an ad, its top level people have to approve it. While considering it, they have to become aware of the *Philadelphia Daily News*.

■ "Agencies notice us," Mr. Martin told *A&SP*. The campaign "gets us national attention," he added.

The article describes several other promotions directed by Mr. Martin, the results of which led the Sales Promotion Executives Assn. to select him for its top award. ≠


What are you hunting for?
There's more life in NIBROC OFFSET

ORIGAMI—*The paper division of Brown Co., Berlin, N.H., chose to attract attention to its line of papers with inserts featuring origami, the Japanese art of paper sculpture. Instructions to convert the ad into an origami object are on the back. Chirurg & Cairns is the agency.*

Seattle Area Dailies Unite for Promotional Effort

SEATTLE, April 25—Eight daily newspapers in the greater Seattle marketing area have banded together in a joint promotional effort to sell national advertisers on the "intensified coverage" that can be achieved with their addition to national ad schedules.

Nelson Roberts, president of West-Holliday Co., newspaper publishers' representative, and Jack Fitting, western sales manager of the company, initiated the project.

"It is aimed," Mr. Roberts said, "at combatting the practice of numerous national accounts of buying only the two Seattle papers for coverage of the Puget Sound area."

■ The eight perimeter dailies will sell their advantages of more intense local market coverage in both trade paper advertising and via brochures, with "Why settle for half?" as the campaign theme.

The newspapers involved are six dailies represented by West-Holliday—the *Aberdeen World*, *Bellingham Herald*, *Bremerton Sun*, *Centralia-Chehalis Chronicle*, *Everett Herald* and *Mt. Vernon Skagit Valley Herald*—plus the *Olympia Olympian* and the *Port Angeles News*.

Advertising for the group will be directed by the Seattle office of Botsford, Constantine & Gardner. ≠

'N. Y. Herald Trib' Wins 10th Ayer Cup

PHILADELPHIA, April 26—The *New York Herald Tribune* has won its tenth F. Wayland Ayer Cup for excellence in typography, makeup and printing. It is the first victory by a large metropolitan daily since the same newspaper last won the cup in 1955.

Honorable mentions went to ten newspapers in four categories.

Newspapers of more than 50,000 circulation: First honorable mention, **Des Moines Tribune**; second, **Orlando Sentinel**; third, **Cincinnati Enquirer**.

Newspapers of 10,000 to 50,000 circulation: First, **Twin City Sentinel**, Winston-Salem, N. C.; second, **Herald**, Rutland, Vt.; third, **Daily Globe**, Worthington, Minn.

Newspapers of under 10,000 circulation: First, **Gazette**, Emporia, Kan.; second, **Valley News**, Lebanon, N. H.; third, **Sun-Sentinel**, Pompano Beach, Fla.

Tabloids: Sun, Jamestown, N. Y. (only one honorable mention in this class).

A total of 842 English-language dailies were judged on the basis of March 15 issues. ≠

Post Office Seeks Rate Boost Based on Equity Principle, Day Tells House

WASHINGTON, April 27—Postmaster General J. Edward Day and his associates spent three days before the House post office and civil service committee this week trying to drum up interest in the administration plan for a 1¢ increase in the rate on letters and air mail, a 1½¢ surcharge on each newspaper and magazine, and a $10 per thousand increase in bulk third class.

"The paramount question is one of equity," he contended. "We are confronted with a probable postal gap of nearly $900,000,000. Should we ask the nation to continue paying for postal deficiencies through taxation? Or would it be more equitable for those who use the mails to pay directly a larger share of the costs they engender?"

■ In his initial appearance on a rate bill, the new Postmaster General pledged that rate increases will not be the sole solution to postal deficiencies. "We pledge to work unceasingly to reduce costs," he said.

"However," he commented, "no cost reduction plan, no matter how intensely pursued, can close the revenue gap without the kind of drastic cut in personnel and facilities that would wreck the postal service and fail to provide for our expanding population and ever increasing mail volume."

While "cost" is a starting point in rate making, he told the committee he could not emphasize too strongly that it is not the end of the rate-making process. "Our prices for postal service depend on the value of those services. The value may be greater or less than the cost shown by cost ascertainment."

■ He said the 1¢ increase in first class and airmail is justified because these services traditionally return 40% more than cost, and are now merely breaking even.

With respect to the proposals for second class, he said the department recognizes that many publishers can't absorb these without increasing subscription and advertising rates. "It is my responsibility, nevertheless," he said, "to point out to the Congress that the newspaper and magazine publishing industry is not carrying a fair share of its postal costs.

"The American publishing industry has been built and nurtured on the present system of very low postage rates," he acknowledged. "Only the Congress can decide to what extent this system shall be modified. We believe the rate proposal before you is reasonable from the standpoint of a more equitable sharing of postal costs among the various users of the mail."

■ The Postmaster General pointed out that second class now covers only 23% of costs assigned to it. Even under the new rates, the coverage would only be 41% of cost, he noted.

In a detailed discussion of the department's rate proposal, Assistant Postmaster General Ralph Nicholson, formerly New York manager for Fuller & Smith & Ross, said the inequity in second class rates arises from the fact that weight and length of haul are the major postage factors, whereas the handling of pieces is the principal cost determinant.

The proposed increases for second class—a 1.5¢ per piece surcharge on commercial publications mailed at zone rates, and 0.25¢ per piece on preferred rate publications (including those which now enjoy free-in-county privileges) recognizes the significance of various factors in the cost picture, Mr. Nicholson said.

■ While publishers have completed two series of three-step rate increases in the past 10 years, cost coverage of second class is lower than it was a decade ago. The explanation, he said, is that rates were so low at the start that despite the sharp percentage increase, the absolute rise in rates was less than the absolute rise in costs.

The 1.5¢ per piece surcharge on zone rate publications is the heart of the administration proposal, as far as second class is concerned, Mr. Nicholson said. Referring to additional entry privileges which are used by big publishers, he said "to an increasing extent, second class mailers have used drop shipping, with the Post Office providing mainly a low-cost 'messenger' service for short haul deliveries. In just three years, from 1957 to 1960, general magazine advertising poundage to zones 1 and 2 jumped from 45% of total zone poundage to 54% of the total.

"This comes about because at the higher postage rates it becomes economically desirable for a publisher to hire private cartage for his product. The Post Office does not have any monopoly on this service. We do not anticipate that the higher rates for second class matter will cause any sharp acceleration of this practice, but the trend will continue."

■ Post Office witnesses admitted their plan to jump the rate on bulk third class to $35 per thousand, after pegging it at $25 per thousand on Jan. 1, is a serious matter. "The seriousness cannot be minimized," Postmaster General Day admitted. "Furthermore any revision in third class rates requires facing up to some strongly held convictions."

"Third class mail is a highly useful communications and transportation medium," he declared. "Although it is used by all types and sizes of business firms, it provides a unique advertising opportunity for small business. It is an important service that adds significantly to the expansionary forces in our economy.

"At the same time, we must recognize that third class is a commercial service with economic value not unlike thousands of other services furnished by industry. A piece of mail advertising copy is but one of many publicity alternatives. Its sponsors are no more privileged to receive government subsidy than those who use other advertising forms."

■ Since third class is a deferred mail category, a rate approaching first class would be excessive and punitive, he said. "The proposed 3.5¢ minimum rate for third class bulk mail represents a discount of at least 30% below the proposed third class rate, and would increase cost coverage from 67% now to 94%."

Several committee members sought assurance that additional increases will not depress the volume of third class. Mr. Nicholson pointed out that direct mail is the fastest growing advertising medium, except for the relatively new tv industry. He said Post Office statistics show that third class volume has increased steadily since 1945. ≠

Grove Joins 'U.S. News'

Woodward Grove has joined the Philadelphia advertising sales staff of *U.S. News & World Report*. Mr. Grove was formerly national sales manager of *Woman's Day*.

LIFE
LIFE
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LIFE

LIFE'S GOT THE WINNING HAND. And still other magazines claim they're the ones that are cleaning up. The chart calls their bluff. In the magazine game the one big winner is LIFE because LIFE reaches the biggest quality audience each week. That's why for 19 years in a row, advertisers have invested more in LIFE than in any other magazine . . . in the first quarter of 1961, over $16 million more than in Look, over $10 million more than in The Saturday Evening Post. Back at the poker table: LIFE's ten in the hole fills the straight, beats any other possible hand.

Advertising Revenue—1st Quarter, 1961

MAGAZINE	ADVERTISING REVENUE
LIFE	**$30,297,364**
Post	**19,842,012**
Look	**13,635,199**

(SOURCE: P.I.B. JAN.-MARCH, 1961)

ADVERTISED IN LIFE

REACH AND SELL THEM WITH LIFE

"I read The Chronicle every morning."

The Honorable George Christopher **Mayor of San Francisco**

George Christopher, a Greek immigrant, built his personal career from a grim flat "South of Market" to the City Hall with courage, intelligence and unrelenting hard work. One of five children, he learned early in life that you had to work hard just to survive. Nights, he studied accounting. He saved and bought a failing dairy, which he built into the Christopher Milk Company. He first learned about politics at street rallies. Now as Mayor of one of the world's great cities, he has won the friendship of the great—and even the grudging respect of the turbulent Bolshevik, Nikita Khrushchev. And as most leading Northern Californians do, Mayor Christopher invariably starts his busy day better prepared by reading The San Francisco Chronicle.

This portrait of Mayor Christopher is one of a series on the men who are building San Francisco

San Francisco Chronicle

Represented by Sawyer Ferguson Walker